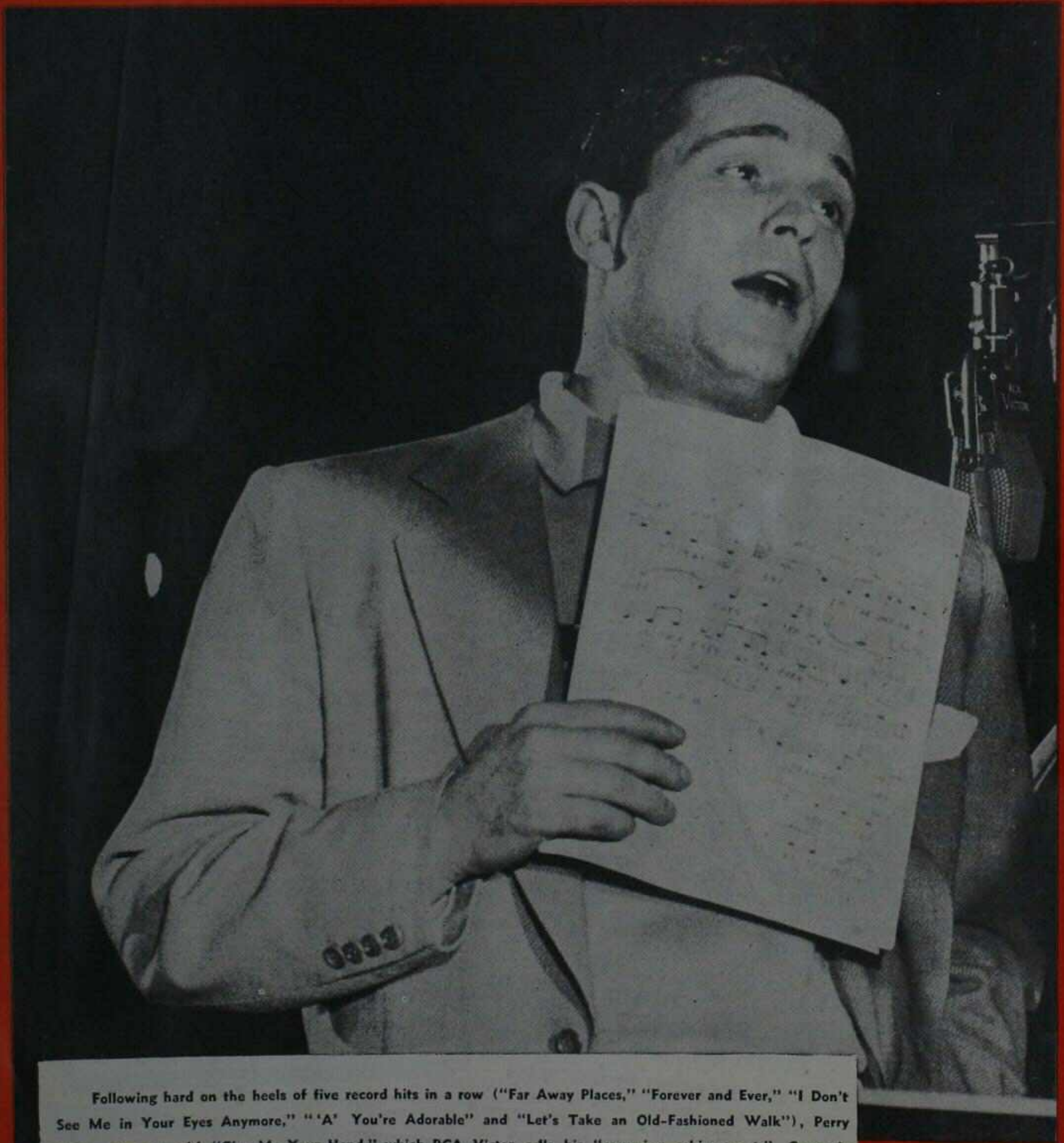


The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 10, 1949



Following hard on the heels of five record hits in a row ("Far Away Places," "Forever and Ever," "I Don't See Me in Your Eyes Anymore," "'A' You're Adorable" and "Let's Take an Old-Fashioned Walk"), Perry Como comes up with "Give Me Your Hand," which RCA Victor calls his "crowning achievement." Como is presently on the Coast prepping his new Chesterfield AM show and the Sunday TV stint for the fall season after five eventful years on the "Chesterfield Supper Club." General Artists Corporation does his booking.

The EDDY ARNOLD Show now on tour . . .

Watch for this Attraction
in your City

America's No. 1
Folksinger

Eddy Arnold



Exclusive
R.C.A. VICTOR
RECORDING ARTIST

AND NOW ON THE SCREEN

Soon to be seen
Starring in these two
COLUMBIA PICTURES

"HOEDOWN"

Produced by Gilbert Clark
Directed by Ray Nazarro

"FEUDIN' RHYTHM"

Produced by Colbert Clark
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WATCH FOR THEM! EDDY SINGS YOUR FAVORITE MELODIES
COMING SOON TO YOUR FAVORITE THEATRE

Exhibitors Note: Over 8 Million EDDY ARNOLD
R.C.A. Victor record buyers can't be wrong.



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"I'M THROWING RICE
(AT THE GIRL THAT I LOVE)"

"SHOW ME THE WAY
(BACK TO YOUR HEART)"

78 R.P.M. No. 31-0083—45 R.P.M. No. 48-0088

LATEST!

VAUDE RUBS THE CRYSTAL

O & J Jam CNE Grandstand, Head for Record 400G Gross

By Jim McHugh

TORONTO, Sept. 3. — Olsen and Johnson, zany American comedians bombarding their way thru their second annual featured appearance in front of the grandstand at Canadian National Exhibition, fail to keep pace with the tempo set a year ago despite the continued masterminding of Leon Leonidoff, producer of their Grandstand Gayeties and the famed Radio City Music Hall extravaganzas

in New York. The comics have pulled all stops in an effort to please, and the nightly sell-out audience averaging 22,000 persons, which will contribute an estimated record \$400,000 gross to offset the \$150,000 cost of the show, has accepted their efforts with provincial enthusiasm.

This year's offering is a facsimile of the 1948 offering, which is to say that it is a presentation of production numbers reflecting the best efforts of the Music Hall in the interim. The opening Friday night (26) production needed considerable tightening, a shortcoming accentuated by the nearly hour-long tardy start caused by a power failure outside the grounds.

Bolero Flat

Leonidoff has employed every Music Hall tested device to incite and hold the interest of the audience. But where he succeeded last year with the beautiful and awesome Rhapsody in Blue this year's Ravel's Bolero missed entirely climactic impact. Spectacular Albert Johnson settings and \$9,000 worth of eye-filling costumes failed to give it life.

Handicapping the versatile Leonidoff was the public demand for Canadian representation which this year necessitated the inclusion of a combo Army-Navy-Air Force drill corps and Toronto's own Bell Singers, both excellent, but nevertheless square pegs in round holes. The latter, in a setting depicting Manitoba's fertile fields at harvest time, warbled American Southland airs to completely dispell the intended acceptance by the audience of a honeymooning couple's trans-Canada trek by air.

Olsen and Johnson again demonstrated (See O&J Jam CNE on page 52)

Heidt Unit of 60 Set for 1-Nighters Over 18 States

NEW YORK, Sept. 3.—The fall tour of Horace Heidt and his Parade of Philip Morris Stars, a troupe of 60, has been completely booked. It gets under way in Yuma, Ariz., September 19. The entire caravan, booked by Heidt's own agency, under the general management of John Leer in New York, will play a series of one-nighters in 18 states thru November 27, then goes into the Shubert Theater, Philadelphia, for a three-week run, opening November 28. This stint will be followed by a vacation for the entire troupe prior to opening at a Gotham legit house for an unlimited run on or about December 27.

As on previous tours, Heidt's appearances will be sponsored by local civic and religious organizations, stationary (See Heidt Unit on Page 41)

AFRA To Woo Disk Companies For Pact Inking

SAN FRANCISCO, Sept. 3.—The American Federation of Radio Artists (AFRA) will step cautiously when it endeavors to open contract negotiations with record companies on behalf of its singer-actor-announcer members (The Billboard, September 3) because, according to its national Executive Secretary George Heller, the union can do little more than hope to charm diskeries into signing. Heller outlined strategy to be followed in the union's invasion of the disk (See AFRA To Move on page 17)

Work Is Up 400%, But Not Constant

What's in the Future?

By Bill Smith

NEW YORK, Sept. 3.—The vaude comeback that started last May when the RKO reopened its New York Palace has started a flock of rumors about how much it has grown and how much more it will grow in the immediate future.

In an effort to get some of the answers The Billboard made a survey of what is going on. It queried its correspondents throught the country. It spoke with agents and talent buyers. Here are some of the answers.

The wild optimism is hardly justified by the actual playing time available. The top playing time today is 40 weeks, compared to only about 10 to 12 weeks available last year. This increase when given in percentage figures—400 per cent—sounds stupendous. Actually, it isn't so impressive when broken down into the (See Vaude Gazes on page 43)

Annual Winchell Rumor Up Anew

NEW YORK, Sept. 3.—The hardy perennial that Walter Winchell would not be renewed by his sponsor was circulating again this week. The columnist is slated to return to his Sunday night spot for Kaiser-Frazer September 11.

The current report is that, because of heavy losses reported by K-F for the first half of the year, it might be planning a change in its radio commitments, conceivably affecting Winchell at the end of the year. The columnist is under direct contract to the American Broadcasting Company (ABC), over which he airs.

A spokesman for Kaiser-Frazer at Willow Run, Mich., said he knew of no change pending in Winchell's status. In New York William Weintraub, head of the agency bearing his name and which handles the account, declared that the Winchell rumor was the story which had popped up every year in the 16 years Winchell had been sponsored by Jergens Lotion.

In answer to a query as to whether any change was under consideration, Weintraub commented: "Advertisers are always reviewing their commitments."

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Pic Orgs OK Theater TV; FCC on Spot

Operation Offers Posers

WASHINGTON, Sept. 3. — Overwhelming support for theater television from the motion picture industry is putting the Federal Communications Commission (FCC) on the spot to get the medium operating commercially. Difficulties in the way, however, are sharply pointed up in briefs filed this week by members of the industry. Disagreement among flicker outfits was expressed chiefly on necessary band-widths and the optimum spot on the radio spectrum for location of theater-TV. All were agreed on the soundness of the medium, both economically and scientifically, and all claimed that radio frequencies would have to be (See Film Industry on page 12)

AFM, AGVA Array for War

Petrillo Tells Men To Drop Vaude Cards

Precipitates Conflict

NEW YORK, Sept. 3.—The feud between the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM) finally blew up into a full-sized explosion, after a few minor skirmishes. The lid was lifted when James C. Petrillo, AFM prexy, ruled that all AFM cardholders who are also members in AGVA must give up their latter membership.

"In simple language," announced Petrillo, "it means that no member of AFM is permitted to join or to remain a member of AGVA." Anybody who doesn't quit at once and send (See Petrillo Card Edict, page 22)

Who's on First?

NEW YORK, Sept. 3.—When rain canceled out a Dodger baseball game this week WMGM found itself in a predicament. It had scheduled the all-star football game for Thursday (1), but the sudden scheduling of a Dodger-Cincinnati Reds night game, and the fact that the Dodgers have priority over all other sports events, gave the station the headache of finding another outlet for the football game, which was to be sponsored by Muntz Television. WMGM solved the dilemma by setting a deal with its competitor, WINS, to carry the game.

Then came the problem of announcers to air the game. Finally they wound up with Bert Lebar, director of WMGM, who doubles into sportscasting as Bert Lee, and Ted Husing, WMGM disk jockey who gave up sports some years ago, handling the match over the rival station.

SAG Standoff May Start TV Authority War

Pact Long Way Off?

NEW YORK, Sept. 3.—There is a growing possibility that the rift between the Screen Actors' Guild (SAG) and the Associated Actors and Artistes of America (4A's) over television authority (TA) may lead to a jurisdictional dispute that could result in spiking any possibility of a pact covering performers for a long time to come. SAG has adamantly refused to join TA, the union to be set up by the 4A's to take over jurisdiction of the medium, claiming such a move would be "suicide."

The issue may be resolved October 1, when execs of SAG come East for a huddle with 4A brass. In the event (See Tele Jurisdiction on page 8)

Druggists' 100G Entertainment

Radio & Stage Stars, Barron's Ork To Play

5-Day Convention in N. Y.

NEW YORK, Sept. 3.—More than 3,500 delegates to the 51st annual convention of the National Association of Retail Druggists (NARD) here September 15-22 will view a \$100,000 entertainment program during the five-day session, it was announced this week by Aaron Heller, chairman of the committee.

The star-studded program is being sponsored by nationally known manufacturers in the drug and allied fields. All arrangements were made by Herman C. Nolen, vice-president of McKesson & Robbins, Inc., who heads the convention finance committee.

"Take It or Leave It"

The radio program *Take It or Leave It*, an audience participation show with Eddie Cantor as emcee, will be presented by Eversharp on the evening of September 18 at the Statler Hotel. This will be followed by a variety entertainment program headlined by the Ray Block orchestra and Frank Gallagher, baritone, offered by Bourjois, Inc.

On Monday evening, September 19, Bristol-Myers will sponsor a cocktail reception and dance for the NARD president at the Waldorf-Astoria. Music will be supplied by Blue Barron's band. Also scheduled is a session of square dancing, with night club entertainer Piute Pete acting as caller.

Singer Morton Downey will be the star of the *Coca-Cola Presents* program Tuesday, September 20, with a group of variety acts rounding out the program.

Symphony Concert

A concert at Carnegie Hall by the New York Philharmonic Symphony orchestra of 75 pieces, conducted by Wilfred Pelletier, will be sponsored Wednesday evening, September 21, by E. R. Squibb & Sons. Soloists will be Bidu Sayao, soprano, and Giuseppe DiStefano, tenor, of the Metropolitan Opera Company, and Eugene List, pianist.

For the concluding day of the convention, Gillette Razor will present a boxing show in an arena set up in the Grand Ballroom of the Statler. Radio sports announcers will describe the bouts.

Major activity planned for delegates' wives is a luncheon at the Waldorf-Astoria Wednesday, September 21, when Coty, Inc., will offer a gala fashion show. Lily Dache will present a fashion collection in digest form.

Other daytime activities planned include a boat ride on the Hudson, September 21, sponsored by the U. S. Time Corporation, and bus sight-seeing trips next day. On September 19, Harriet Hubbard Ayer will offer a dramatic presentation at Town Hall. Called *Inside the Theater*, it consists of a behind-the-scenes account of the techniques of producing a Broadway play. Stars will be Ilka Chase and Walter Abel, who will participate in the stage discussion as well as the dramatic skit.

NEW BLUES LABEL

NEW YORK, Sept. 3.—Cobra Records, a new blues and rhythm line, has been organized here. It issues its first release this week. All disks will be pressed on unbreakable plastic. Sy Newton, company veepee, has already lined up Major in New York, and Belmont in Newark, N. J., to distribute the line, and heads for the Midwest next week to line up distributors there.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*
ROOM FULL OF ROSES
- No. 1 *Sheet Music Seller*
ROOM FULL OF ROSES
- No. 1 *Most Played on Disk Jockey Shows*
SOMEDAY, V. Monroe Ork. V (78) 20-2510; (45) 47-2986
- No. 1 *Disk via Dealer Sales*
YOU'RE BREAKING MY HEART, V. Damone-G. Osser Ork., Mercury 5271
- No. 1 *Disk in the Nation's Juke Boxes*
SOME ENCHANTED EVENING, P. Como-M. Ayres Ork., V 20-3402; 47-2896 and YOU'RE BREAKING MY HEART, V. Damone-G. Osser Ork., Mercury 5271
- No. 1 *Most Played Juke Box Country and Western Record*
I'M THROWING RICE AT THE GIRL I LOVE, E. Arnold, V (78) 21-0083; (45) 48-0080
- No. 1 *Best Selling Retail Country and Western Record*
WHY DON'T YOU HAUL OFF AND LOVE ME, W. Raney, King 791
- No. 1 *Most Played Juke Box Blues and Rhythm Record*
ROOMING HOUSE BLUES, A. Milburn, Aladdin 3032
- No. 1 *Best Selling Retail Blues and Rhythm Record*
TROUBLE BLUES, C. Brown, Aladdin 3024
- No. 1 *Sheet Music Seller in England*
RIDERS IN THE SKY.

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 24 to 40.

Probe of Stem's Situation Under Way at Mayor's Fiat

NEW YORK, Sept. 3.—The City Hall Committee, brought into existence this week to bring about reforms in the New York theater, including ticket broking, swings into action right after Labor Day. Its head, James E. Sauter, deputy commissioner of commerce and president of Air Features, a radio production org, announced yesterday (2) that the group would meet early in the week and would report its findings immediately to Mayor William F. O'Dwyer.

Sauter picked the following committee members: Producers Lee Shubert, Brock Pemberton and Richard Rodgers; Louis A. Lotito, president of City Playhouses, Inc.; C. C. Moskowitz, veepee of Loew's Theaters; Clarence Derwent, president of Actors Equity; James Reilly, exec sec of the League of New York Theaters; James J. Murphy, secretary-treasurer of the Treasurers and Ticket Sellers' Union, and Ben Kaiden, prexy of New York Ticket Brokers, Inc.

The mayor injected himself into the Stem sitch this week when he conferred with some 20 reps of the theatrical trades and discussed need of reforms to benefit both the city and theater. It is clearly understood that the committee born out of this

confab will work in close co-operation with the mayor, Commissioner of Investigation John M. Murtagh and Commissioner of Licenses Edward T. McCaffrey. O'Dwyer wanted the public to be sure the action was in no way pointed to slowing down Murtagh's probe of the ticket selling biz, which has already resulted in 23 brokers losing their licenses.

Sauter said that obviously first on the committee's agenda was a study of this situation with perhaps a legal code to be embodied in the regulations of the Department of Licenses. Also high on the list is the projected amendment of the antiquated building code which prohibits inclusion of theaters in large structures. A third important item will be a concerted effort to improve Broadway's recent stinking nationwide publicity.

"Broadway is the nation's theater center," Sauter pointed out. "We need to make it vital and popular. All this talk about ticket scarcity and \$60-a-seat scalping does incalculable harm to show business. We've got to make the out-of-towner realize that he can have fun in New York without being taken to the cleaners. We've got a fight on our hands to offset the notion that Broadway entertainment is out of reach of the average visitor."

Asked for comment on the week's developments, Murtagh appeared completely satisfied. "It is simply the mayor's way," he said, "of bringing about constructive reform by the most direct means. It is his idea to get the viewpoint of a complete cross-section of the industry and avoid the theoretical for the practical." Stating that the ticket sale situation was only a relatively small part of the whole Broadway problem, Murtagh said he preferred not to commit himself on possible code additions to the License Department regulations, until the committee made its recommendations.

Engineers Ponder Move To Join CIO

NEW YORK, Sept. 3.—The National Association of Broadcast Engineers and Technicians (NABET) last week made it known that the union is considering affiliation with the Communication Workers of America (CWA), affiliated with the Congress of Industrial Organization (CIO). The NABET executive council will discuss the question at a meeting in early October and then submit the proposal to a membership referendum.

The reason for uniting with the CWA is that NABET has long felt the need to bolster its strength in view of the jurisdictional battles it has had with other unions in the radio and television industry. One such dispute with the International Alliance of Theatrical Stage Employees (IATSE) over television lighting employees is now being heard by the Chicago office of the National Labor Relations Board (NLRB).

If NABET should join the CWA it would remain an autonomous unit within the latter union, probably

being called the NABET division of the CWA. Dues would be about the same or perhaps a bit higher. The 2,250 NABET members would join about 300,000 engineers in the telephone industry who are members of the CWA. It would also mean that the CIO would get into the radio and television field in a big way. If the NABET move for affiliation meets with success—and indications are that it will—the radio technicians' union will, no doubt, combat IATSE in a stronger manner, backed by the CWA bankroll.

Color Luring Tele Bidders

FCC expects authorization to start flood—freeze may lift simultaneously

WASHINGTON, Sept. 3.—The possibility that color TV standards might be authorized simultaneously with the lifting of the freeze on TV applications has caused the Federal Communications Commission (FCC) to raise its sights beyond all previous expectations for an unprecedented scramble of bidders for TV stations in 1950. The FCC, which earlier this year figured on a flood-tide filing of some 1,000 new bids for TV stations soon after the freeze is lifted (*The Billboard* May 7) has now raised its estimates to somewhere between 1,500 and 2,000 applications to be filed before August, 1950.

The adoption of color TV standards, particularly on a basis authorizing the Radio Corporation of America's (RCA) color system, which requires no special color transmitters and thereby keeps major telecast costs almost the same for color and monochrome, would be a powerful incentive for the mad scramble. It is considered certain that there will be several bidders for every frequency in the medium-sized and larger communities where the FCC's final allocations plan allows room for more stations.

In or Out in 1950

Inasmuch as the final allocations plan will chart the course for television for years to come, 1950 will be the year for all would-be applicants to get their foot in the door or face the alternative of a complete shutout. This is based, of course, on the assumption that the FCC will come up with a final allocations plan and standards for color TV within a few months or so after the hearings which start September 26. The commission is under heavy pressure to avoid further delays, particularly in (See *Color Luring* on page 47)

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Vend, the monthly magazine of automatic merchandising
Turnover, the monthly magazine for radio, television, record and phonograph dealers.

TRAMMELL LAYS IT ON LINE

WTMJ, WAVE, WBEN Serve Petry With Cancellations; Stations To Meet Sept. 14

NEW YORK, Sept. 3.—Indications are that the protracted dissension between partners in the Ed Petry station rep organization is producing an increasing number of cancellations by top stations now being represented by that company. Such potent stations as WTMJ, Milwaukee; WHAS, Louisville, and WBEN, Buffalo, already have given Petry notice, and others—most of which could not be reached this week-end—are reported having done likewise.

Actually, the notices given Petry by the stations will not be effective for a year, in most cases. In addition, each of the station managers contacted this week by *The Billboard* declared that they hoped the Petry company's internal situation would be adjusted so that the cancellations could be rescinded.

The station managers also explained that, because of long-term factors in the Petry representation contract, notice has to be given a year in advance. Thus, they declared, their cancellation notices were very much in the way of protective measures. Some Petry stations, on the other hand—KFH, Wichita, Kan., for example—have firm deals, cancellable only 30 days before each calendar year, which means that a cancellation at this time is impossible. A spokesman for the Wichita outlet declared yesterday that he earnestly hoped the Petry problem would be settled before the station's contract came up for renewal.

Battle Within Company

The battle in the station rep company involves Petry and one of his two partners, Henry Christal, and concerns operating policy. Christal is now appealing in the Albany, N. Y., Court of Appeals, a reversal of the original decision in his favor. The third partner, Ed Voynow, in the Chicago office, it is said, is not involved but is reported supporting Petry.

Meanwhile, Petry has called a meeting of all the stations on his string for September 14 in New York. Ostensibly, the meeting is to discuss the outfit's future plans in the light of the growing importance of TV, but it is generally assumed within the trade that the major item on the managers' minds will be the Petry-

Burrows To Groan With Bing Crosby

NEW YORK, Sept. 3.—Abe Burrows has been signed for two guest shows on the upcoming Bing Crosby series for Chesterfield, the series starting shortly on the Columbia Broadcasting System (CBS). Burrows will appear on the series' debut and is flying to Hollywood next week to cut the first date. The Crosby show is tape recorded.

Between the two Groaner dates, Burrows will fly back to Cincinnati to huddle, together with the rest of the cast of *This Is Broadway*, with execs of the Avco Manufacturing Company (Crosley Radio), which recently signed to bankroll the program. *Broadway* wound up its sustaining run this week and will lay off until Avco picks up the tab in October.

Burrows is reported working on a new duet-type song for himself and Crosby, titled, *The No Hair Kids*.

Christal imbroglio.

One station head stated this week that in one measure the scrap has served beneficially, in that it has led Petry to hypo his organization, via the addition of new personnel in New York and Chicago and the establishment of the two separate groups, one for AM and one for TV. This will do (See WTMJ, WAVE, WBEN on 12)

NBC May Pop Sales Surprise At Convention

NEW YORK, Sept. 3.—The National Broadcasting Company (NBC) hopes to break one of the top sales stories of the year at its convention starting Wednesday (7) in White Sulphur Springs, W. Va. Details are being kept under tight wraps, but should the anticipated deal go thru it will be one of the web's major accomplishments since the Columbia Broadcasting System (CBS) started raiding the NBC talent roster.

The pending acquisition involves one of the top programs currently airing, a large national advertiser and one of the leading ad agencies. It also involves television programming as well.

At press time, NBC execs were holding fingers crossed in the hope they'll be able to tie all the loose ends before convention time.

Taplinger Talent Buyer for K&E

NEW YORK, Sept. 3.—Sylvan Taplinger this week was named radio and television talent buyer for Kenyon & Eckhardt. He will report to William Chalmers, newly designated vice-president in charge of radio and video at the agency.

Taplinger, formerly an indie producer and staffer with the Kate Smith-Ted Collins office, will succeed

"Closed Door Showmanship" New NBC Promosh Gimmick

NEW YORK, Sept. 3.—The National Broadcasting Company (NBC) is injecting a new note of "closed door" showmanship in the closed circuit session it holds periodically with its affiliated stations. Briefly, NBC is now approaching these off-the-air sessions as tho they were actual broadcasts and, in a move to hypo interest in the confabs, is producing them as full fledged programs.

NBC procedure now is to assign a regular staff producer to the program and to use staff talent—and guest stars—whenever possible, if necessary by transcription. Thinking behind the gimmick is that thruout the years closed circuit conferences with stations, as well as closed presentations of new programs, sustaining or commercial, have become dull and routine. Under the new procedure, NBC hopes to transmit some of its own enthusiasm along to its affiliates.

Gold Coast Legal Array To Partake Of FCC's Loot Suit

WASHINGTON, Sept. 3.—The Federal Communications Commission's (FCC) legal department will be facing one of the most impressive batteries of lawyers ever assembled in an industry case when the litigation brought by three major networks against the FCC's anti-giveaways rulings gets under way. The National Association of Broadcasters (NAB) is planning to add its legal weight to an already impressive industry array of lawyers representing the American Broadcasting Company (ABC), which is challenging the FCC's giveaways crackdown in the Federal Circuit Court in New York.

NAB Prexy Justin Miller, who was formerly on the bench of the U. S. Circuit Court of Appeals in the District of Columbia, will be one of the top counselors. The industry battery will also be able to tap the advice and experience of NBC's Veepee Charles Denny, who was chairman of the FCC during part of the time the Commission was girding for its final rulings banning giveaways.

Legalists on both sides are anticipating a long, drawn-out fight, despite the speed with which the complaints against the FCC have been filed. The court will have a gruelling job of examining administrative procedure, judicial precedents, legislative statutes and policy in the whole field of lotteries. The question as to whether the FCC had overextended its authority by issuing the anti-giveaways rulings, a question raised by FCC Commissioner Frieda Hennock in her dissent against the three-man FCC decision, is due to touch off volumes of ponderous legal briefs. In any event, the case is certain to go to the Supreme Court whatever the Federal Circuit Court decides.

Ben Bodec, who's resigned. Bodec, currently on vacation, is said to be set in a new post but couldn't be reached for confirmation.

Kenyon & Eckhardt has also canceled the *Noah Webster Says* show, currently aired on the coast for Wesson Oil, and instead is picking up Dr. Paul, a soap opera. The program will be air 1 daytime on about 10 Coast stations, via transcription, marking a switch for the account from nighttime to daytime AM.

NBC President In Warning To Face Biz Facts

300 Due at Convention

NEW YORK, Sept. 3.—Niles Trammell, president of the National Broadcasting Company (NBC), is reported all set to warn affiliates meeting at the annual NBC convention at White Sulphur Springs, W. Va., next week to "face the facts of life" insofar as they concern American business, radio and television. While the NBC chief will, it is said, be highly optimistic with respect to general business conditions, he is also expected to warn the NBC station owners that the broadcasting industry faces a difficult transitional period.

It is reported that Trammell's attitude will be that broadcasters no longer have time to "vamp till ready" in meeting the problems raised by the spread of video. He will make it clear that the sound medium is still the most potent advertising force in the U. S. economy, but that each day may be expected to produce new and trying situations for broadcasters, large and small.

NBC's Gains

Trammell and his aids will also spell out the gains made by NBC since its emergency convention in Chicago last February, held immediately after the Columbia Broadcasting System (CBS) had raided the NBC talent roster. Promises made by NBC then (See Trammell Warns on page 12)

NBC May Sked Dave & Henry Back to Back

NEW YORK, Sept. 3.—Unless time sales should happily interfere, the National Broadcasting Company (NBC) may program Dave Garroway and Henry Morgan in two back-to-back half hours, starting at 10 p.m., with Garroway leading off. NBC is keen on both programs and, after a one-shot guster by Morgan on Garroway's TV series out of Chicago, web programmers figure they'll make a natural pair.

If this goes thru, NBC will probably change its plan to spot Morgan, Dean Martin and Jerry Lewis and Ethel Merman in three 20-minute shows on Friday night. Instead, Morgan will be replaced in this pending line-up with one of two other comedy shows NBC has on tap, the Hank Ladd show and Phil Foster's vehicle, *Inside Brooklyn*.

Life With Hooper

NEW YORK, Sept. 3.—Columbia Broadcasting System (CBS) has four sustainers with equal or higher ratings than some of the commercial shows on the current Hooper top 15 list. The 15th show on the Hooper list had a 7.1 rating. The CBS sustainer list included *Life With Luigi* (9.9), Joan Davis (9.3), *Escape* (9.2) and *Philip Marlowe* (7.2).

CBS execs brag that no other network can make that statement.

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Mail Order Net To Bow With 50 Stations

Supplants Rate Card

NEW YORK, Sept. 3.—Over 50 stations have been lined up to participate in a new organization, the Mail Order Network (MON), which will retail merchandise direct to listeners, with each station paid off with a percentage of the sales it makes rather than on card rate. The outfit, headed by Harold Kaye, former exec in the Olian Ad Agency, will bow September 19, with affiliated stations mainly higher-powered network affiliates. The New York outlet is WOR.

Approximately 20 advertisers have been set already by MON, including Beltone hearing aids, Doubleday books, Lorraine Cross nylons and an insurance company. Kaye said he had been approached this week by three of the "big 10" ad agencies to take on mail order products handled by them, and deals for these are now pending. Over 70 items have been turned down by MON as unacceptable, Kaye claims.

Exclusive market arrangements have been set by MON in most top areas already. Stations have been contracted for in New York, Chicago, Philadelphia, Boston, Baltimore, Washington, Miami, Jacksonville, Fla.; Tampa, Fla.; Atlanta, Birmingham, New Orleans, Buffalo, Rochester and Albany, N. Y.; Des Moines, Denver, five outlets in Virginia and the Carolinas, five in California and the West Coast and some in Tennessee.

Most stations are 500-watters or better and are web affiliates, mainly of Columbia Broadcasting System or American Broadcasting Company. The Chicago station is a 50-kw. web affiliate, and the Philadelphia station also is a high-powered network outlet. The only indies are in San Diego, Calif., Miami and one or two in the Carolinas.

Percentage Deals

Payment to a station is based on a percentage of the total receipts it obtains, rather than on card rate for time. The percentage varies, but Kaye said it will range up from 50 per cent of the take. Each affiliate must take a minimum of one hour programming daily, but MON will supply as much as requested, up to about 35 hours weekly. This programming, supplied free to its affiliates, will consist mostly of recordings and/or transcriptions, depending on time to be used, and the station's audience and location. Commercials for MON clients will be custom-made for each station.

Kaye said MON will restrict the time of its commercials to the National Association of Broadcasters code, using a 10 or 15-second opening, 1½ to 2 minutes in the middle and a 30 to 40-second closing reminder in each show. He said he hoped to "bring ethics to radio mail-order selling." In an hour show, some six products might be offered; in shows running longer, the number might be reduced to four. Products will be pre-tested and offered with a money-back guarantee.

An audience-building contest will be part of MON's tee-off promotion plans, with up to \$20,000 in prizes, including a new auto, in its first contest. MON already has one show on the air, *Big Joe*, a wee-hour airtel on WOR, featuring Joe Rosenfield.

Schwimmer Plans Suit Vs. FCC Other Giveaways

CHICAGO, Sept. 3.—Walt Schwimmer, president of Radio Features, Inc., local package org which owns *Telo-Test* and other syndicated giveaway shows, is planning to file injunction proceedings against the Federal Communications Commission (FCC) as a result of the commission's recent anti-giveaway program promulgation, it has been learned.

Schwimmer was out of town and could not be reached. Members of the law firm of Kirkland, Fleming, Green, Martin & Ellis, which is to handle the case, also could not be reached for comment.

Initial reports were that Schwimmer and WGN, *Chicago Tribune* station, were to take joint action against the FCC, because the station airs about five Radio Feature giveaways. Frank Schreiber, WGN manager, told *The Billboard*, however, that he did not see why he should be a party to the suit and had so stated to Schwimmer. As a result, he said, he did not know if or when Schwimmer intended to bring suit.

Kirkland, Fleming, Green, Martin & Ellis is the law firm of WGN and the *Tribune*. Firm's Washington radio expert, Louis Caldwell, is said to be masterminding the Schwimmer case. If the suit is started, it will be filed in Federal Court here.

DL To Streamline Operation of KTSL

HOLLYWOOD, Sept. 3.—Don Lee will streamline operations of its tele outlet, KTSL (W6XAO). Effective Monday (12) station will abandon its present Thursday-to-Monday air time in favor of a Monday-thru-Friday sked, and will take a new approach to programming. All potential new program packages will be "polished" and provided closed-circuit previews before live audiences. Studio audience will then fill out preview cards with suggestions. After an ironing-out process, package will then be aired on a one-shot basis, kined, and the film submitted to sponsors.

Don Lee's costly Mount Lee plant will be closed down, with all studio program originations coming from web's new Vine Street building. A motion picture workshop will be established, with acting, writing and production personnel to be taken from the pic industry. Outlet will soon get a third remote pick-up truck to give station greater flexibility in covering special events and out-of-the-studio airers. Action marks the first major move made by Don Lee's video veepee, Charles L. Glett, since he took the newly created post three months ago.

Jennings Plans Crime Quizzer for WOR-TV

NEW YORK, Sept. 3.—Bob Jennings this week was reported to have set his crime quiz show, *Five Clues to the Crime*, for a video run at WOR-TV, when that station commences operations in October. The show aired locally here as a radio stanza on WMGM.

The three panel members are likely to remain the same, with racket-busters Burton Turkus and Tony Marsloe and crime reporter Harry Geaney identifying famous murder cases of other years based on clues offered by the emcee.

ABC Faces Affils' Beefs On Net Time Allotments

CHICAGO, Sept. 3.—Managers of the American Broadcasting Company (ABC) affiliated stations in Illinois, Indiana, Wisconsin and Minnesota this week asked the network to provide a more flexible schedule, enabling the stations to air network shows at times not desired by top local sponsors. The meetings here (September 29-30) found the web countering with the claim that its ad-

vertisers would not allow such a procedure. The station managers, in making the request, emphasized that local sales were dropping, and they were having difficulty making community sales while obliged to take network shows in choice web option time.

Conversely, some affiliates complained about the ABC practice of selling split-station schedules which prevented many affiliates in smaller markets from receiving network revenue. To this ABC countered that more and more advertisers were pulling away from the part practice of full network buying, that stations were being bought only where sales could be upped and that there was nothing that ABC could do about it.

Robert Kintner, ABC executive veepee, assured affiliates that there was nothing to renewed rumors that 20th Century-Fox again was renewing negotiations for the web. Kintner said that the film company talks had never been renewed since they were broken off several months ago and that as far as he knew "the network will not be sold."

N. Y. Politicos To Spend 100G In AM Drive

NEW YORK, Sept. 3.—By the time the political campaign here winds up in early November, the Democratic, Republican, Fusion, American Labor and Liberal parties will have spent a total of at least \$100,000 for radio time, according to authoritative estimates. The Citizens Committee for the election of Newbold Morris to mayor, which cuts across party lines, will put out between 25 and 30G alone. The Democratic party will match that, and may go a few grand higher. The rest of the dough will come from the other parties and from the several other campaigns being waged.

Aside from its mayoralty indorsement of Morris, the Republican party will have to shell out to pay for John Foster Dulles's senatorial race. Herbert Lehman, the Democratic and Liberal party choice for the same office, will add to the spending for air time. Several parties are also putting up individual candidates for borough president. This means they, too, will have to dig down to ballyhoo their choices for this office.

So far most of the parties have not made any radio commitments, but most of the indie stations will get a large share of the melon. In the last mayoralty struggle the Citizens Committee for the election of LaGuardia spent 39G and a good portion of it went to the indies.

The radio kick-off comes Wednesday (7) when the start of the campaign for Morris will be aired over WJZ, WMCA, WQXR, WINS, WMGM and WFDR-FM, all New York stations. The time was bought by Morris Novik, radio chairman of the Citizens Committee. The Democrats and Republicans will not start their spending until after primary day, September 15.

KRON-TV To Bow As NBC Affil in Oct.

SAN FRANCISCO, Sept. 3.—KRON-TV is scheduled to take to the air in mid-October as the National Broadcasting Company (NBC) outlet for this area. With this latter channel coming alive, the local audience is assured a wide selection of the best video shows. KPIX will carry the top Columbia Broadcasting System video offerings, and KGO-TV will have the cream of the American Broadcasting Company's television crop.

KFRC will add its link to the Mutual Broadcasting System-Don Lee chain as swiftly as housing can be provided. The station is now awaiting the green light from the Federal Communications Commission to move into construction.

Johnson Firm Drops "It's Your Life"

CHICAGO, Sept. 3.—*It's Your Life*, award-winning public service program, which has been sponsored for more than a year by Johnson & Johnson on WMAQ, local National Broadcasting Company (NBC) station, last week lost its angel when J&J announced it was dropping the show because "black and white advertising is more effective for our present advertising needs." Sponsorship drop becomes effective October 9.

Despite the official J&J statement, some local sources said program had suffered from unusual commercial policies. As a five-a-week, 15-minute daytime series, it had upped its Hooper to a 3.1, in face of strong opposition from soap operas. Then J&J moved show to a half-hour Sunday afternoon slot not assisted by adjacent programs. NBC constantly moved shows around it and as a result no steady listening pattern was established for sabbath afternoons. It is also said that J&J's sales campaign was not too successful because too many products (9) of the sponsor were plugged at different times.

Ben Park, originator and producer of the program for the Chicago Industrial Health Association, package owner, said show was being pitched to insurance, pharmaceutical and soap companies for network airing. He said he felt the program could do its best job as a five-a-week morning show which would attract fems now tuning to soapers.

WGAN-AFRA Pact: Gabbers Get \$50

PORTLAND, Me., Sept. 3.—WGAN, local Columbia Broadcasting System (CBS) affiliate, has signed a contract with the American Federation of Radio Artists (AFRA), making it the fourth and last station in this city to come to an agreement with the radio performers' union. The pact will give the six announcers at WGAN a minimum of \$50 a week, which hikes to \$65 after three years.

The wage scales and conditions at the CBS outlet are practically identical with those in force at the other radio stations in Portland.

NBC'S NEW ESPRIT DE CORPS

Waring-GE Fold Cues Webs' Commercial Curfew at 10:30

NEW YORK, Sept. 3.—The Fred Waring radio show, which had been airing in the 10:30 p. m. Thursday time on National Broadcasting Company (NBC), this week was dropped by General Electric (GE). Batten, Barton, Durstine & Osborn (BBDO) is the agency. The move raised a question about a return to AM radio by GE, and also about 10:30 p.m. becoming an official curfew for commercial network radio.

A check of web skeds shows that where NBC was sold out in its 10:30 periods every night last season, it has two nights open at that hour at present. Columbia Broadcasting Company (CBS), which had two sustainers and one co-op airing at 10:30 last season, now has five nights open. American Broadcasting Company and Mutual Broadcasting System have virtually no commercials sold at this hour.

Season's Line-Up

Last season, 10:30 Sunday on NBC was sold to Philip Morris; this year it is filled by Pet Milk. Monday was held by GE last year; this season is open. Tuesday of both years was sold to Brown & Williamson. Wednesday was Rexall's last season, with Mars Candy this year. Thursday now is open, but it was occupied by Eddie Cantor for Pabst in 1948-49. Fridays, for 15 minutes, Bill Stern again will gab for Colgate, as a year ago. Sat-

3 N. Y. Outlets Okay FM Huddle; 2 Veto

NEW YORK, Sept. 3.—Three New York FM stations already have accepted the invitation extended by WFDR, (FM), New York, to participate in a move to create a new metropolitan FM organization, WFDR execs stated this week. At the same time two of the 23 stations invited have rejected the bid.

Stations accepting are WJZ-FM, WOR-FM and WFMN, Alpine, N. J. They will be represented at a meeting at the Park Sheraton Hotel, New York, Thursday (8), by Murray Grabhorn, Joe Creamer and Tex Faught, respectively. Morris Novik, radio consultant for the International Ladies' Garment Workers Union (ILGWU), owners of WFDR, who called the meeting, will preside.

WCBS-FM and WMGM-FM rejected the invite. WMGM-FM said that it wasn't interested; WCBS-FM that it couldn't send its manager, Dick Swift because of prior commitments.

The Frequency Modulation Association (FMA) is sending its executive director, Ed Sellers.

urdays again is bought by R. J. Reynolds for *Grand Ole Opry*.

On CBS, the picture is even bleaker. Sundays, formerly held by Ludens for *Strike It Rich*, is unoccupied so far this year. Camels retains the Monday time slot. Tuesdays and Wednesdays, both unsponsored last year, still are unsold. Thursdays, which held Campana's *First Nighter*, is unsold this year. Fridays, too, are vacant to date, tho they held Coca-Cola's Spike Jones show a season ago. Saturdays, which housed *It Pays To Be Ignorant* as a co-op, now has 15 minutes sold to Arrid for *Sing It Again*.

MBS Lists \$5-Mil Billings Despite Philip Morris Kayo

NEW YORK, Sept. 3.—Execs at the Mutual Broadcasting System (MBS) this week stated that the web's new billings and renewals in the last two weeks have totaled \$5,000,000. In spite of the fact that Philip Morris cigarettes recently dropped its two daytime airers, the net figures it will make much more on its new bank-roller, since it does not get the discount the cigarette company received.

New business includes: *The Light-crust Doughboys*, starting Monday (5) for the Burriss Milling & Elevator Company; *The Doubleday Quiz Club*, starting September 19, and the Doubleday news program starting September 25; John B. Kennedy, beginning September 24 for Murine; *Man on the Farm*, starting October 8 for Quaker Oats, and Gabriel Heater starting September 20, for the Rhodes Pharmacal Company.

MBS also has two sports features that will bring in plenty of money. Gillette once again will sponsor the World Series in October, and Ballentine will sponsor the Marcel Cerdan-Jake LaMotta fight from the Polo Grounds September 28.

Renewals include Helbros Watch, Williamson Candy, General Foods and Ralston Purina.

Pontiac May Buy CBS Sports Time

NEW YORK, Sept. 3.—Pontiac Motors is mulling the purchase of two of the five-a-week video sports shows aired on Columbia Broadcasting System (CBS)-TV, 7 to 7:15 p.m. A decision is to be reached soon.

However, in the event the show cannot be sold as a 15-minute nightly feature, execs in the sports department are considering changing its format to half-hour, once-a-week show. This program would probably be scheduled on Saturday and would resemble an augmented *Red Barber's Clubhouse*.

Acree Firm Preps TV Web Shows

CHICAGO, Sept. 3.—Chuck Acree, head of Feature Productions here, this week revealed his company was preparing a series of network TV shows. To date the company, which produced *Ladies Be Seated*, *Hint Hunt* and other net radio programs, has not been in the TV field.

Shows readied by Feature include a TV version of *Hint Hunt*; *Something To Talk About*, a combination human oddity and film news program, and several quiz programs. Plans for *Hint Hunt* call for AM-TV simulcast.

Complaints Prompt D. C. Bus FM Probe

WASHINGTON, Sept. 3.—The District of Columbia Public Utilities Commission will stage a hearing late this month to permit the formal airing of protests against the transit radio system of WWDC-FM and the Capital Transit Company. Authorization previously granted to the carrier to install FM receivers in busses and streetcars will be re-examined in the light of scores of complaints filed against broadcast reception on busses, the commission said.

There has been a steady stream of complaints to the commission to local newspapers, and even to President Truman ever since the receivers were installed some months ago. Numerous squawks have come from riders who complain that the broadcasts disrupt their reading, relaxation and conversation to and from work. Telephoned complaints have become so common at the D. C. Utilities Commission that when a reporter phoned the commission to find out about the date for the hearing on the transit radio system, the phone operator chirped: "D'ya wanna make a complaint, too?"

FCC To Put KMPC On Temporary Basis

WASHINGTON, Sept. 3.—The Federal Communications Commission (FCC) is set to reject the renewal application of the G. A. Richards station KMPC, Los Angeles, and counter by putting the station on a temporary license basis, pending the outcome of hearings on charges that Richards ordered news slantings and the Richards proposal for shifting his radio holdings to three trustees. Similar action will be taken on Richards's Detroit Station, WJR, when the renewal bid of that outlet is received. The third Richards station involved in the hearings, WGAR, Cleveland, has been operating on temporary licenses for nearly a year, with another extension having been granted by the commission this week.

The regular licenses of both KMPC and WJR will expire November 1, according to FCC records. Both will probably be given a temporary license running until February 1, with additional three-month extensions to follow until the Richards case is finally settled. The latest temporary license for WGAR carries that station until December 1.

Richfield Oil To Air Grid Results on ABC

NEW YORK, Sept. 3.—Richfield Oil this week bought the 7:30 to 7:45 p.m. time Saturdays on the American Broadcasting Company (ABC). The show, as yet unnamed, will feature football results, and will tee off September 17. No sportscaster has been assigned as yet.

The program, to air over 55 stations, was set thru the Morey, Hamm & Johnstone Agency.

AIMS To Huddle In Chi Sept. 21-22

NEW YORK, Sept. 3.—The fall meeting of the Association of Independent Metropolitan Stations (AIMS) will be held at the Stevens Hotel, Chicago, September 21 and 22. The confab will discuss group promotion, sales projects of the indies, the exchange of program features and pass on new applicants.

Over 25 stations are expected to attend the gathering.

Weekly Staff Huddles Speed Co-Operation

Five Departments Take Part

NEW YORK, Sept. 3.—Insiders at the National Broadcasting Company (NBC) report that the staffers there lately have been demonstrating a degree of enthusiasm and team play seldom evidenced in the web's history. On the level of interdepartmental co-operation there is an especially significant new note being injected as the result of a series of staff meetings inaugurated three weeks ago at the behest of the network's program department.

The meetings are held every Monday, with representatives of the program, promotion, sales, news and press departments attending. Each department rep brings the others up to the minute on plans under way in his own bailiwick; quite frequently a projected operation is dropped when one department argues that the project may have harmful or risky results. In addition, considerable attention is given to discussion of promotion, sales and publicity strategy in the light of tougher-than-ever web competition.

Most important of all, however, according to some of the participants, has been the increase in participation (See *NBC's Esprit De Corps*, page 12)

Collingwood Named 'Platform' Moderator

NEW YORK, Sept. 3.—Charles Collingwood, Columbia Broadcasting System (CBS) Washington correspondent, this week was selected permanent moderator on the CBS-TV program, *The People's Platform*. He replaces Dwight Cooke.

The discussion program was recently acquired for sponsorship by the Household Finance Corporation, beginning October 7. It is on Friday evenings from 10 to 10:30 p.m. John Peyser will direct; Leon Levine, produce, and Lyman Bryson, director of the CBS division of discussion, supervise.

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THE NATION'S MOST MERCHANDISE-ABLE STATION

AFRA To Draw Up Standard Contracts for All Members

SAN FRANCISCO, Sept. 3.—National board of American Federation of Radio Artists (AFRA) was ordered by the union's convention here last week to frame individual standard form contracts covering all AFRA categories. Standard form pacts will then be brought before the nets when contract renewal talks begin next year and will figure as one of the primary issues in the negotiations. Need for individual members to be armed with standard contract forms was claimed by a San Francisco delegate who charged that the Columbia Broadcasting System (CBS) in the Bay City has demanded AFRA-ites—net's regular staffers as well as free-lancers—to sign company drafted agreements. Terms of the CBS papers, he said, are in conflict with AFRA. If the AFRA member had at his disposal a union-prepared standard form contract, this could be used in place of the company pacts, inasmuch as terms of these contracts had been agreed upon by the union and employers during earlier negotiations.

Other delegates asked that the standard form pacts be drafted as soon as possible and that AFRA negotiate their acceptance with the nets before January 1, 1950. George Heller, union's national exec, said contracts are now in existence with the nets and agencies and that latter cannot be approached for further negotiation until presently existing agreements expire.

Other proposals passed:

1. National board study ways and means of streamlining AFRA's future conventions, by possibly limiting discussion time on resolutions, effecting a time-saving means of taking roll call, etc. Opponents claimed convention afforded only time for AFRA-ites to meet, and no "efficiency experts" were needed to curb thoro airing of issues.

2. AFRA's Chicago local be permitted to negotiate with slide film manufacturers in the Windy City, establishing rates for members who record film strip tracks. Members of

both the Hollywood and New York delegations protested, charging film slide industry exists in their cities and in Detroit, hence, if AFRA is to organize the field, it should be handled nationally rather than be treated as a local issue. Heller intervened, stating that Chicago's terms will have to first receive the sanction of the national board, thereby establishing the precedent for other locals to follow.

3. National board study the problem of unorganized border stations where non-union conditions permit them to compete with U. S. outlets, cutting into their revenue, thereby limiting the ability of near-by American stations to boost salaries. Altho the resolution was presented by the Detroit local, board was ordered to investigate the Mexican border stations as well as those in Canada.

4. Board to undertake preparation of an educational booklet telling AFRA's story, the pamphlet to be ready for distribution to all locals not later than January 1, 1950.

Tele Jurisdiction Battle Pends SAG-4A's Standoff

(Continued from page 3)

no solution is reached, however, SAG could heave a monkey wrench into the TV jurisdictional plan that could result in a protracted log jam in the organization of video talent. This could result should SAG appeal to the National Labor Relations Board (NLRB) to settle jurisdiction.

Voting Problems

Before the NLRB could make such a decision, time-consuming elections would have to be held. Exactly which performer could vote in such an elec-

tion would also require time-consuming clarification.

It is obvious that no union could hope to negotiate agreements for tele while the question of jurisdiction remained open. The whole purpose of the proposed merger of the 4A's branches into TA is to establish jurisdiction. Actors' Equity, the American Federation of Radio Artists (AFRA) and other 4A unions all claimed video as their bailiwick. While SAG's claim remains unsettled, the situation will remain as muddled as ever.

CBS Reported Prepping More Integration of Operations

NEW YORK, Sept. 3.—Speculation among staffers at the Columbia Broadcasting System (CBS) this week centered on reports that the network's move toward further integration of its AM and TV operations would be increased soon. Principal reason for this line of thought is that William S. Paley, CBS board chairman, is expected back at his desk on

a full-time basis after Labor Day, with integration supposedly high on the agenda.

It is anticipated that the next CBS department to be unified will be the program department. CBS now has autonomous AM and TV program staffs, altho program board meetings are chaired by Hub Robinson, now AM program vice-president. Insiders at CBS claim that Robinson is slated to be assigned to head up both AM and TV programing. Charlie Underhill is now CBS TV program director and undoubtedly will remain in that post.

However, should Robinson be named to head the combined operations, it would raise a question as to the CBS table of organization. Specifically, it would concern Robinson and Jack Van Volkenburg, CBS TV vice-president and the relation said to exist under any change in set-up.

Previously, CBS had integrated its public affairs and news department, taking this step just as the National Broadcasting Company (NBC) was moving in the opposite direction with its plans for separate AM-TV organizations.

COLLYER RE-ELECTED

SAN FRANCISCO, Sept. 3.—Clayton (Bud) Collyer was re-elected president of the American Federation of Radio Artists (AFRA) during its 10th annual convention here, August 25-28. With few exceptions, the incumbent slate was returned to office.

AFRA Renews Pact With Coast Indies

HOLLYWOOD, Sept. 3.—Hollywood local of the American Federation of Radio Artists (AFRA) renewed its contracts with the area's 13 indie stations and agreed to extend existing pacts for another year. According to Claude McCue, AFRA's Western regional head, the union took into consideration the present plight of indies and therefore did not seek to boost its demands.

Stations inking for another year include KFVB, KMPC, KLAC, KFAC, KGER, KFOX, KRKD, KFVD, KXLA, KWKW, KGFJ and KIEV. Thirteenth station is KWIK, recently purchased by the International Garment Workers' Union as the AM counterpart of its frequency modulation KFMV outlet. McCue said AFRA has reached an agreement with KWIK for a joint AM-FM pact covering both stations. KGIL, only other organized indie outlet, does not come up for contract renewal until 1950. Santa Monica's KOWL still remains outside AFRA's fold, with McCue continuing first contract negotiations.

AFRA Turmoil Over Measures Before Solons

SAN FRANCISCO, Sept. 3.—Unusual tranquility surrounding the 10th annual convention of the American Federation of Radio Artists (AFRA) was severely jolted when delegates were asked to endorse two measures now before Congress and supported by the Associated Actors and Artistes of America (Four A's). First called for the convention to support passage of the Economic Expansion Act of 1949, and resulted in a flare-up between AFRA's conservative and liberal factions that kept the Saturday night session running into early Sunday. Conservative group won and the resolution, proposed by the New York local, was finally killed. Second, a resolution submitted by Actors' Equity, asked AFRA's support of a bill before Congress (HR 5952, HR 5481 and U.S. Senate 2167) permitting the American National Theater and Academy to operate a non-segregated theater in Washington.

Later resolution appeared headed for a fate similar to the first, when George Heller, AFRA national executive secretary, intervened on its behalf. Heller spoke frankly, telling delegates that at a time when their union is fighting for a plate in the video sun, it needs the support of Equity. Inasmuch as Equity submitted the resolution, he suggested the convention play ball with its sister union in the Four A's and approve it. With Heller's weight behind it, the resolution was passed.

Conservatives fought against both measures, contending they in no way involved or promised benefit for AFRA, and therefore the union should take no part in their passage. Harry Von Zell spearheaded the conservative line of thinking, and succeeded in tabling the expansion act resolution. Inasmuch as this meant no further discussion could be permitted on the resolution, a cry of protest came up from the liberal side claiming that freedom of expression was being stifled. Von Zell explained he was under the impression that there had been sufficient discussion, but that he had no intention of denying anyone the right to express his opinions.

Convention was then caught upon the reefs of parliamentary procedure as Von Zell fought to "untable" the resolution and throw it open for discussion. Despite two roll call votes, which came only after oral and show-of-hand balloting in each case, the expansion act resolution finally died after hours of wrangling.

Goodrich Rubber Inks Rubbernecks

NEW YORK, Sept. 3.—Celebrity Time, which had been regarded as shaky, this week was renewed by B. F. Goodrich Company on the American Broadcasting Company (ABC) video network. The show, which airs Sunday nights, is a World video package, produced in conjunction with United World Films.

Batten, Barton, Durstine & Osborn is the agency.

GLOSSY PROFESSIONAL 8x10 PHOTOS IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price lists, samples, etc.

MULSON STUDIO

Box 1941

Bridgeport 1, Conn.

Ruth Lyons Heads WLW-TV Programming

CINCINNATI, Sept. 3.—Ruth Lyons, local radio personality for over 20 years, this week was named program director of WLW-TV here.

In addition to her new job, Miss Lyons will continue her *Morning Matinee* and *Fifty Club* programs aired daily over WLW. The latter show goes on WLW-TV Monday (12).

FOR THE FIRST TIME!

Here is your sensational opportunity to get all-important experience before LIVE television cameras.

TAKE ADVANTAGE OF THIS PROFESSIONAL TRAINING

We have developed a hard-hitting, professional service to give you every possible phase of training "ON CAMERA."

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5th Season Starts September 11

THEATRE GUILD ON THE AIR



ROBERT MONTGOMERY

NOW ON NBC ★ 8:30 P. M. (EDT) SUNDAYS

To bring the theatre's best to America's radio audience, United States Steel presents distinguished stars of stage and screen... in full-hour performances of Broadway's hit plays... produced by The Theatre Guild. For its 5th season this award winning radio show presents an outstanding array of the best stars... the best plays!



LORETTA YOUNG



RICHARD WIDMARK

**NEW TIME!
NEW NETWORK!
RADIO DRAMA AT ITS BEST!**

... and **GEORGE HICKS** speaking for **U. S. STEEL**



U. S. STEEL HOUR

WEBS WANT AFM KINE RATES

Majors Seek AFM Huddle To Set Fees

Set-Up Now Inadequate

NEW YORK, Sept. 3.—Representatives of major television networks have asked James C. Petrillo, chief of the American Federation of Musicians (AFM), to meet with them as quickly as possible to set up scales covering fees for musicians on kinescope recording. This development is expected to clarify finally the entire problems of AFM scales covering not only kinescope recordings but films in general. At present, the only existing AFM-TV scale covers payments to musicians on live programs. Petrillo this week admitted that TV interests were pressing the AFM for a kine scale. It was further ascertained that television networks, in particular, were in a hurry to get the matter over with inasmuch as the lack of such a scale is hamstringing the networks' programming operations. It was learned the request to negotiate was sent by the networks this week, and that Petrillo indicated he would like a brief delay. The chances are the get-together will come shortly after the convention of the National Broadcasting Company (NBC), scheduled to begin next week at White Sulphur Springs, W. Va.

Current Set-Up

The networks want a more liberal use of kinescope film. Currently, (See AFM Wooded on page 20)

United World Issues Local Station Series

NEW YORK, Sept. 3.—United World Films, Inc., video arm of Universal International Films, has released two series of films for syndication to local stations. The series are *Stranger Than Fiction* and *Half-Time Extras*. The former is a re-edited film prepared originally for theater release, while *Extras* was made for American Tobacco Company last year to be shown between halves of football games sponsored by Luckies, and now is to be sold to local stations or sponsors.

Fiction, made originally as eight to 10-minute features, has been re-edited into video shows running about 12½ minutes. *Extras* runs 5½ to 6½ minutes each, with 10 films to the series. Prices for local sales depend upon the set circulation in each area.

Lum, Abner Need AM B.R.; May Simulcast

NEW YORK, Sept. 3.—Indications are that unless *Lum 'n' Abner* snag a radio sponsor, they will go on simulcast for the Columbia Broadcasting System (CBS). Insiders at the web claim that there is a prospective bankroller in the picture for the hillbilly comics.

Web program execs have not slotted the program as yet, because they are evidently waiting for the sponsor to come to a decision.

Also at CBS, *Escape* goes into the 10:30 to 11 p.m. Thursday slot, starting October 6. This is the time being vacated by Campana's *First-Nighter*. The selection of *Escape* was made so that CBS would continue its mystery mood programming that night.

"Lone Ranger" Lands in Dough

NEW YORK, Sept. 3.—American Bakeries this week signed to bankroll the *Lone Ranger* video film series over Southeastern affiliates of the American Broadcasting Company (ABC). The business was placed thru the Tucker Wayne Agency and is effective with the start of the series, late this month.

General Mills is sponsoring *Ranger* on most ABC outlets.

Schreiber Denies Preston Ax Rumors

CHICAGO, Sept. 3.—Denying rumors which have been persistently circulating in the trade here for about two weeks, Frank Schreiber, general manager of WGN, this week said that he was not planning to ask for the resignation of Walter Preston, station's program director.

"Of course these rumors are not true," Schreiber said. "Preston is now engaged in revamping and strengthening our program structure. Would it be logical for me to dismiss a man when he is engaged in such important work, and, in fact, is right in the middle of his job?"

Schreiber refused to admit, however, that there would be no changes in his program department in the future. "I reserve the right," he said, "to keep my mind open at all times concerning what I'm going to do with my staff. The future will speak for itself."

Schaeffer Pen Buys CBS Wkly. Sport Pic

NEW YORK, Sept. 3.—Schaeffer Pen Company this week bought *This Week in Sports*, a filmed summary of the week's athletic activity, for presentation over Columbia Broadcasting System (CBS)-TV each Tuesday, 10-10:15 p.m., beginning September 20. The package was put together by Tele-News Features, an International News Service subsidiary.

No sportscaster has been selected yet to handle commentary on the film. Russell M. Seeds is the agency for the client.

Ken Murray in 3G Pay or Play Deal With CBS; LSMFT Due

NEW YORK, Sept. 3.—Lucky Strike Cigarettes (American Tobacco Company) is expected to close its deal for the Ken Murray video revue on the Columbia Broadcasting System (CBS)-TV next week. The starting date of the show will probably be the second week in October. According to Murray's contract with the web he cannot be aired before 7 p.m. or after 9 p.m. on weekdays and before 6 or after 9 p.m. on Saturdays and Sundays. The show is expected to be scheduled Saturday evening from 8 to 9, but Murray says he does not care too much for that time slot.

The time and talent cost to the sponsor for the 39-week contract is estimated at \$1,600,000. Murray's personal cut will be \$3,750 a week, plus half of the profits on the package. Under the comedian's three-year pact with the net, he will get a minimum of \$2,750 each week, even if he does not work. For seven years thereafter CBS has first refusal on what-

NAB Adds 35 TV-ers; Signals Grips With TBA?

WASHINGTON, Sept. 3.—Gearing for a post-freeze boom in television station licensing by the Federal Communications Commission (FCC), the National Association of Broadcasters (NAB) is waging a TV membership drive which has already produced 35 TV members and which will touch off a recommendation to the NAB board of directors in November for authorization for vaster expansion in TV activities. The latest NAB development is signaling a showdown with the Television Broadcasters Association (TBA).

The showdown phase for both organizations is figured at hand, with the FCC not only trying to clear the decks for lifting of the freeze on TV

applications but also pushing a vigorous policy against construction delays among 100-odd present holders of TV construction permits. Since the FCC is aiming to issue color TV standards simultaneously with the lifting of the freeze and the issuance of TV allocations, the rush for TV licenses is certain to be on a gigantic scale.

Member Drive

The NAB's current drive for TV members is being credited heavily to Clair McCollogh, chairman of the NAB's Structural Reorganization Committee, who has been championing the organization's expansion TV-wise. There were only three TV members of the NAB when McCollogh went into action. Lined up in the NAB are all TV stations owned and operated by the National Broadcasting Company (NBC), and according to NAB-ers, all stations of the other webs are likely to be in the NAB camp soon.

Incidental to the TV membership drive, the NAB is expecting an increase in AM and FM members in the course of the association's district meetings which get under way in Cincinnati next week. The organization's total membership is now 1,760.

There is still some mention of both Jess Willard and FCC Chairman Wayne Coy in connection with the TBA presidency. Neither Willard nor Coy has commented.

Louisiana Casters Headed by Lanford

SHREVEPORT, La., Sept. 3.—The annual meeting of the Louisiana Association of Broadcasters held here last week was concluded with the election of T. B. Landford, of KRMD, Shreveport, as prexy for a year to succeed Roy Dabadie, of WJBO, Baton Rouge.

Other new officers: L. K. Corkern Jr., WIKC, Bogalusa, veepee, and Robert W. Drumm, KNOE, Monroe, secretary-treasurer. The confab was attended by more than 40 managers and executives from all over the State.

KGO Gets Stanford Home Grid Games

SAN FRANCISCO, Sept. 3.—KGO, American Broadcasting Company (ABC) affiliate, this week came up with a prize catch when it snared the tele rights to the home grid games of Stanford University at Palo Alto. Stanford will get \$20,000 for the video rights. The games include San Jose State, Harvard, Michigan, UCLA, Oregon State, Santa Clara, Idaho and California. The Associated Oil Company will sponsor.

KPIX is believed to be making a pitch for the home games of the University of California at Berkeley.

HOT SHOTS AUDITION

HOLLYWOOD, Sept. 3.—Hoosier Hot Shots video package will get its audition kine Friday (9) at National Broadcasting Company. The film-recording-stage comedy combo (4) will be assisted by Irving Bacon, Taylor Holmes, Austin Gordon and Charles La Torre. Jimmy Doolittle will produce with Howard Petrie handling narration. Package belongs to the Mitch Hamilburg Agency which handles the Hot Shots.

WENR-TV Mulling "Larry" Fall Ainer

CHICAGO, Sept. 3.—*Larry on Location*, ill-fated TV puppet show which WBKB used for a few weeks to replace *Kukla, Fran & Ollie* while the latter program was vacationing, undoubtedly will be aired in the fall by WENR-TV, local American Broadcasting Company (ABC) station, it was learned last week. WBKB axed *Larry* after critics panned it as an unworthy imitation of *Kukla* and after the station and the program's producer, Les Weinrott, had disagreed over price for the package.

A few weeks ago when it was rumored that WENR-TV was going to take over the show, ABC execs said they would air it only if it were sold. Now, however, they say that they will telecast it sustaining locally, if necessary, and try to sell it for net sponsorship.

Kudner Options New TV Drama, "T Men"

NEW YORK, Sept. 3.—The Kudner Agency has taken an option on *T Men*, a new video dramatic series built around case histories in the files of the Treasury Department. No talent has been set yet for the program.

The package is owned by Al Levy.

ever TV programs and ideas Murray produces.

Murray signed with CBS because his pact with the web contains certain annuity provisions that neither the National Broadcasting Company (NBC) nor the American Broadcasting Company (ABC) would match.

Guest Stars

The first four guest stars on his show will be John Garfield, John Wayne, Brian Aherne and Robert Cummings. Murray plans to use many of the personnel from his legit show, *Blackouts*, which opens on Broadway Tuesday (6). The scripting on the TV revue will be by Royal Foster, with lyrics by Foster and music by Charlie Henderson.

Murray states that the reason he uprooted his entire producing organization and left the Coast after an eight-year stand at the El Capitan, Hollywood, was that he wanted to get into TV this year. Kine, he believes, is no adequate substitution for live programming.

Seems Like TV's In Q.'s Future

NEW YORK, Sept. 3.—The Columbia Broadcasting System (CBS), which has been giving its comic, Robert Q. Lewis, a build-up for some time, has apparently decided that the bespectacled Q.'s future is in TV. The web has decided to star him in a half-hour video revue starting this fall.

The decision was made after Lewis clicked as a replacement for Arthur Godfrey on the latter's hour-long Chesterfield TV commercial. The web seems to figure Q. should be seen and not just heard.

Admiral Makes Bid For NBC's "Lights"

CHICAGO, Sept. 3.—Admiral Radio & Television Corporation this week sent in a firm order for National Broadcasting Company's (NBC) *Lights Out* TV program. Starting date of the order for the full net purchase is Friday, October 8, 8:30 to 9 p.m.

Admiral last year sponsored *Broadway Review* on NBC, but dropped it because of high and uncertain costs. Recently it has been considering both *Lights Out* and *Garroway at Large*, but finally decided in favor of *Lights*.

Piels Buys DuMont Boxing

NEW YORK, Sept. 3.—Piel's Brewing Company this week purchased boxing bouts from White Plains Arena for presentation over the DuMont TV network. Telecasts will begin Tuesday, October 4, at 9:30 p.m. Jimmy Powers will describe the action for video fight fans. The deal was set thru the William Esty Company, agency for the sponsor.

WINS Now in Black; Avco Writes Off Million of Purchase Price

NEW YORK, Sept. 3.—After years of operating in the red WINS, New York, has finally turned the corner and now is showing a moderate but steady profit. Meanwhile the station's owner, Avco Manufacturing Company (WLW, Crosley Radio), which has had the outlet up for sale for some time, has taken it off the block and intends to hold on to it permanently.

Converting WINS from a persistent loser since virtually the day it went on the air took over a year to do. The station originally was owned by Hearst Radio, Inc., and was regarded as little more than a stepchild whose mission was to exploit the Hearst papers in New York. In June, 1945, Hearst entered into a sale agreement with Powell Crosley Jr., who at that time owned WLW and the other phases of Crosley Radio, calling for the transfer of WINS to Crosley for \$2,100,000, of which \$400,000 was to be free air time for the Hearst *New York Mirror*.

FCC Okays Sale

Subsequently, Crosley sold out to Avco, which had to assume the WINS obligation. After protracted hearings and delays the Federal Communications Commission (FCC) finally okayed the sale but eliminated the 400G free time deal, Avco acquiring WINS for \$1,700,000.

Since deciding to hold on to the station Avco has also decided to write off about \$1,000,000 of the WINS purchase price—Avco had it up for sale at \$1,250,000. The write-off is predicated on the theory that because of a swollen purchase price the operation could never be expected to return an adequate profit.

After the transfer to Avco the losses continued and in the first year under new management totaled \$250,000. In October, 1947, Avco assigned Eldon Park, then program vice-president of WLW, to take over WINS as manager. His first discovery was that as it was then operating WINS would lose money even if sold out completely.

Park Realigns

Since then, despite increasing the staff, Park has streamlined the operation, revamped the rate structure, changed the programing policy to focus on block pop music programs and converted the loss into a profit. Park also eliminated lines between New York and Cincinnati — they hadn't proved able to support themselves—and developed several lucrative shows, notably the Jack Lacey disk jockey sessions.

The station turned the corner about a year after Park assumed direction, but for the first three months of this year the operation sagged, a situation Park attributes directly to television. It was the time the new medium seemed to have its greatest effect on the thinking of agencies and advertisers; since then the realization that AM can't be shunted aside has been growing and is being reflected in the station's billings. July was up 10 per cent over last year and August 12 per cent. Park is convinced that WINS and other New York indies will be able to weather TV with less trouble than the networks.

This week Park headed a contingent of top station execs to Saranac Lake, N. Y., where, at a week-end meeting, they will map out next year's programing operation.

WBKB To Air 25 Hours of CBS TV Segs

CHICAGO, Sept. 3.—WBKB, local Balaban & Katz station which has operated as the only local indie TV outlet to date, will shortly begin airing about 25 hours per week of programs fed by the Columbia Broadcasting System (CBS). WGN-TV has been the CBS affiliate here. Officially the new affiliate contract between CBS and WBKB is to start October 16, but before that, the B&K station will begin taking the net's shows. The new WBKB-CBS line-up will be: *Lucky Pup*, *Toast of the Town*, *Dr. Polgar*, *Silver Theater*, *Studio One*, *Goldbergs*, *Suspense*, *Arthur Godfrey* and *Inside U. S. A.*

In addition, CBS has asked for time reservations for the following slots: Wednesday, 8:30 to 9 p.m.; Thursday, 7 to 7:30 p.m. and 8:30 to 9:30 p.m. Saturday 7 to 8 p.m. WBKB did not have the dates on which programs would start in these slots.

WBKB is dropping only about nine hours per week of local programing, about two hours of it commercial, in order to take the CBS shows, because much of the new net programing will be aired at times the station formerly was not on the air. About 15 hours of present local programing will be continued.

Execs of CBS are expected here in a few weeks to work out promotion to be used here to hypo local change in network affiliation. So far it appears as if promotion will take the form of heavy newspaper advertising, plugs on WBKB and trailers in B&K movie houses.

what's an auto got to do with Mrs. Murphy's chowder?

A LOT, SIR—really.

Please read carefully. It's a pretty thrilly thing:

It began in May, as many things are apt to do. It began with 1,735 personal interviews for WOR by Pulse, Inc. in auto-drivers' homes. WOR was rather lavish—it asked its questions in 12 metropolitan counties. Might as well be *thorough*, thought we.

We could trample you with facts and technique usage and a lot of etcetera. But that's all done in a very precise folio called "Audience on Wheels" which you may have for f-r-e-e, by asking.

WOR found that there are 1,493,000 cars on the roads of metropolitan N. Y., with radios in them.

Between the weekday, Mon. thru Fri.,

hours of 7 and 9 AM there are 1,064,800 people in the cars. Between the hours of 5 and 7 PM, there are 1,107,000 people. That's *people!*

During the average weekday ¼ hr., WOR found 193,300 people listening between 7 and 9 AM and 230,500 people listening between 5 and 7 PM.

And now, *the point*—MORE PEOPLE LISTEN TO WOR ON CAR RADIOS DURING THESE HOURS THAN LISTEN TO ANY OTHER MAJOR NEW YORK STATION. AS MANY AS 47,500 WERE FOUND TUNED NIGHTLY TO WOR'S "NEWS ON THE HUMAN SIDE", FOR INSTANCE.

These facts, Gentlemen, are not to be

sloughed—they add to thousands of chowder sales and candy sales and clothing sales and—Oh, anything.

Don't you want to sell a lot more for less? It's a normal thing to do.

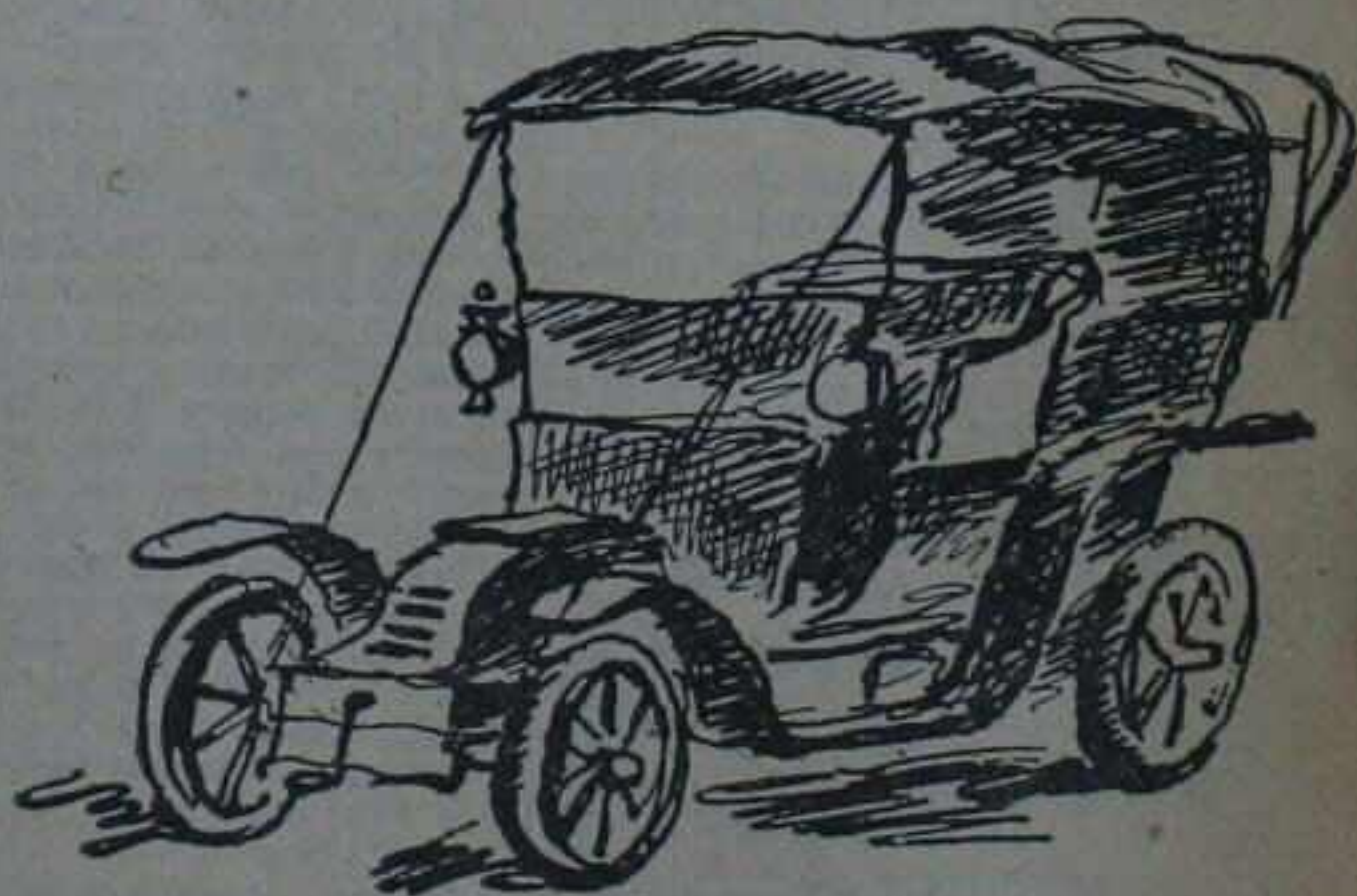
Our address is 1440 Broadway, in New York.

WOR

—heard by the most people

where the most people are

P.S. Remember—write, or phone, for your free copy of "Audience on Wheels."



Film Industry Theater TV Support Puts FCC on Spot

(Continued from page 3)

utilized, rather than coaxial cable or wire.

General agreement was voiced that the spectrum location should be in the microwave range above the 1,000-mc. band, but no two firms picked the same boundaries for the service. The consensus was that the Theater-TV band should be located in the 6,000-mc. range, with estimates varying on how far on either side of that spot the limits should be.

Theater Owners of America (TOA) petitioned the commission to hold a special hearing on Theater-TV, so that the entire motion picture industry would have a chance to present its views, rather than just those now experimenting with the medium. "Theater television," declared the TOA, is "not only scientifically possible but also economically feasible." Better programs could be offered, claimed that TOA, because telecasters could absorb much higher costs through getting a cut in the movie house take.

The TOA also pointed out that "a substantial number of communities in the United States do not have a sufficient population to justify the financial risk of establishing a TV station, in view of the large investment required for that purpose." In such communities, the TOA added, "telecasters may well be the only medium for bringing television service to the

public."

Paramount stated that the service, fully developed, "is likely to afford the benefits and enjoyment of the television art to an audience which at least rivals in size the total effective radio audience." Paramount added that "it should be realized that theater programs command the full and undivided attention of the audience, which is not always true of radio listeners or even of viewers of home television."

Twentieth Century-Fox presented detailed plans for a Theater-TV operation linking 24 Los Angeles area theaters, an operation which it said it would inaugurate "as soon as frequencies are available." Programs would originate at Grauman's Chinese Theater, a theater television studio or on location. From those points the programs would be relayed to Lookout Mountain Park and thence direct to 12 theaters and to re-distribution points to be retransmitted to theaters in such suburbs as Santa Barbara, Pomona and Riverside.

WGN-TV Feeds More Programs To DuMont Net

CHICAGO, Sept. 3.—Chicago will become more important as a TV network origination point in a few weeks when WGN-TV begins feeding thru more programs per week to the DuMont Television Network. New importance of WGN-TV in the DuMont net picture is being brought about as a result of two factors. First, WGN-TV is dropping its duo affiliation with the Columbia Broadcasting System (CBS) and is going to handle only DuMont programs. Secondly, New York DuMont execs have found out that shows of good quality can be originated more cheaply here than in the East.

First new show to be fed DuMont will be the *Windy City Review*, which will be aired Thursdays from 7:30 to 8 p.m., starting September 8. This show also will be simulcast locally on WGN, AM adjunct. Fridays, starting September 9, WGN-TV will feed boxing bouts to DuMont from 9 to about 10:30 p.m., and on Saturdays, starting September 17, DuMont stations will receive wrestling matches from here from 9 to about 10 p.m. Boxing and wrestling will be sponsored locally and fed to the net for co-op sponsorship in other cities. *Windy City*, *Club Television*, *Cross Questions*, and two other shows that undoubtedly will be fed to DuMont, also are expected to be offered on the co-op basis. Last week WGN-TV announced it would feed the Al Morgan variety show to DuMont starting September 5.

Station executives refused to reveal the financial arrangement between WGN-TV and DuMont, but it is understood the net will pay all line charges and will split production costs in some cases. Splits in production costs are expected to be worked out for each show on an individual basis.

WTMJ, WAVE, WBEN

(Continued from page 5)

away, he pointed out, with the impossible expectation that one sales staff can sell the competing media.

In addition to the stations listed as cancelling, it is rumored—that KFI, Los Angeles; WTAR, Norfolk, and WAGE, Syracuse, have done so or are considering doing so. Previously, WSM, Nashville, and WSB, Atlanta, are said to have put themselves on a month-to-month basis.

In the case of WMJ and WBEN, the cancellations apply both to AM and Television, but WBEN's AM no-

SHORT SCANNINGS

Russ Hodges is slated to sportscast the Columbia University home games over the Columbia Broadcasting System (CBS)-TV for Chesterfield Cigarettes. He will replace Mel Allen, who will handle the Notre Dame games for DuMont. . . . Maxine Keith has been appointed program co-ordinator for "Tonight on Broadway" which begins on CBS-TV October 2. . . . WTNV, Columbus, O., has named the Headley-Reed Company its national TV representative.

The National Broadcasting Company (NBC)-TV film syndication department has optioned "Here and There," a 15-minute movie feature, produced by Television World, Inc. (TWI). . . . Syd Eiges, head of the NBC press department, is back from a vacation. . . . Hugh James pacted to narrate the American Broadcasting Company (ABC)-TV series, "Crusade in Europe." . . . Schuyler (Nick) Chapin, WNBC press agent, is off to the Coast on vacation.

Braumeister Beer has purchased "Minitrix," 26 open-end one-minute spot films, for showing over WTMJ-TV, Milwaukee. . . . Frank Young, WPIX, New York, press head, is taking a schooner trip to Cape Cod. . . . Frank Caldwell's TV show, "The Pendulum," goes on the air September 14 over KTTV, Hollywood.

WSAZ-TV, Huntington, W. Va., expects to be operating by November 15. . . . Davidson Taylor, veepee and head of the Columbia Broadcasting System (CBS) public affairs division, begins a month's vacation September 5. . . . Jerry Layton, of Wilbur Stark-Jerry Layton, Inc., radio-TV package producers, is off to Hollywood to open the firm's West Coast offices. . . . Paul White, prexy of International Trans-Video, has appointed Annabelle Dean director of research.

The David Forester Show, a half-hour TV program of pop music, featuring Danny Scholl and Betty Jaynes, is being peddled to New York agencies. . . . The Barcalo Manufacturing Company, maker of mattresses, is sponsoring a 15-minute program on WBEN-TV, Buffalo. . . . Donn Arden and Ron Fletcher, dance directors, will toss a cocktail party September 1 to launch their new production firm, which will create choreographic spectacles for TV. . . . Three new firms will sponsor participations in "Shopping-Vues" with Louise Morgan over WNAC-TV, Boston. They are Lehrburger & Asher, Inc., Allen Furniture and Berkshire Fine Spinning Associates. Schick Electric Razors signed this week for a series of 24 spot announcements on the same station to begin September 19.

TV News Orgs Grab Lenses Laid Off by Newsreels

NEW YORK, Sept. 3.—With virtually every newsreel company laying off staff cameramen thruout the country, video news outfits have seized the opportunity of adding these experienced lensers as television string men. The National Broadcasting Company (NBC) alone has taken on about 20 of the better pros in key cities where they previously had no coverage, and an equal number have caught on with other TV outfits. As newsreels for theater distribution have become a shakier commodity in recent months, video special events and news execs look ahead to brighter days for their product.

Hiring for video has not, in the main, been on a regular salary basis, but rather as string-men paid by the amount of acceptable footage supplied. Telenews, Inc., has already

aired material supplied by more than half dozen former newsreel cameramen, with several others now on their correspondents' list and readying film for the video outfit.

A number of the newsreelmen have drifted out of the news field entirely, and entered into other phases of TV filming. Some have caught on with free-lance production units, and others have begun to specialize in commercials or special effects. Simultaneous with the firings of staffers, the newsreel firms have also cut down on their stringers, who also have made their talents available to TV.

Both NBC and Telenews are following the same general pattern in hiring. They have not dropped stringers already on their rolls in favor of newsreel men, but have added as many as possible in cities where they were not previously covered, or where they had to share the same man in the past. So well has video integrated the discharged lensers that the union, the International Alliance of Theatrical Stage Employees (IATSE), said this week that fewer than 10 were now unemployed thruout the country. NBC, in fact, found it impossible to hire a film sound man last week.

TRAMMELL WARNS

(Continued from page 5)

that the web would replace its lost billings will hold as fulfilled, and emphasis will be made that NBC has fewer nighttime spots open than Columbia; that its advertisers are using larger networks than ever before, and that it has but one 15-minute strip open in the daytime.

Reports circulating this week-end, as Trammell and the other NBC execs trained out for White Sulphur Springs, were that NBC's plans to present a new TV affiliation contract had run into a snag. The story could not be confirmed, but it was said that the knotty problem of splitting up the take between the network and its affiliates had not been solved satisfactorily.

The convention, to be held at the Greenbrier, opens Wednesday (7) and will wind up Saturday.

It is believed to be on a month-to-month basis also. This would enable the station to pull out completely if and when it wants to.

It is significant that a number of station managers were unanimous in expressing the hope that the Petry-Christal situation would be resolved quickly. They pointed out that relations between the rep and the stations cover a long-time association and that all concerned would benefit were it to continue.

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Polio: A Special Report

Reviewed Tuesday (30), 10-10:30 p.m. EDT. Sustaining over the American Broadcasting Company (ABC). Supervised and produced by Michael Roshkind. Director, George Wiest; writer, Ira Marion; announcer, Gene Hamilton. Cast: Pauline Frederick, Dr. Hart E. Van Riper, Roger DeKoven, Lon Clarke, Lawson Zerbe, Peggy Allenby, Ethel Everett, plus medical specialists and polio patients.

The fear and panic which many mothers have felt during the polio epidemic met a firm and reassuring reply when the American Broadcasting Company (ABC) presented this documentary giving the facts and shattering the misinformation about the disease. Produced in collaboration with the National Foundation for Infantile Paralysis (NFIP), the show warned against fleeing from the city or keeping children out of school. It was stressed that normal home surroundings are safest.

Worked into the show were comments by Dr. Hart E. Van Riper, medical director of the NFIP, several other leading medical light: who are working for polio preventatives and some tape recorded remarks by polio victims. These were quite touching and courageous, while the medics offered hope of an early preparation of anti-polio vaccines.

The show emphasized that the majority of those who become victims of the disease do not have permanent after-effects, and those who do are not necessarily permanently lost to society. Franklin D. Roosevelt, founder of NFIP, was held up as the leading proof of this, and replaying of some of FDR's words on the subject was dramatic and effective.

Productionwise, the show could have moved more smoothly. Also, Dr. Van Riper, who had a good deal to say, was not the best script-reader in radio. But by and large, the stanza had a vital message to deliver, and it was done well. *Sam Chase.*

Your Own Home

Reviewed Thursday (August 11) 8:15-8:30. Sustaining via WFBM-TV (CBS) Indianapolis. Producer-director, Gene Starbeker. Cast: Janet Lee, interior designer.

Produced in co-operation with the American Society of Interior Design, *Your Own Home* is an informative educational program designed for the homemaker yet entertaining to all. Janet Lee, noted interior designer, handled the series very capably. On the program caught she talked on subjects of definite interest to the televiewer, how to revamp room for best televiewing, what to look for in building a home, and how to make one room serve as two.

Janet Lee kept the show fast and visually interesting with the use of sketches, photographs and displays, as well as by her personality, holding the audience with her beauty alone.

From the standpoint of production, the significant thing about the program was the fact that Gene Starbeker used only one camera and a ballopticon to achieve the unusual shots needed on this educational stanza. This low-budgeted educational interior design program has good commercial possibilities. *Howard M. Rudeaux.*

PHOTOS IN QUANTITY

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Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

Bonnie Maid Versa-Tile Varieties

Reviewed Friday (September 2), 9-9:30 p.m. EDT. Sponsored by Bonafide Mills via NBC, New York. Producers, Frances Scott and Charles Basch; director, Mark Hawley; emcee, George Givot. Music by Jerry Jerome's orchestra.

Cute canines, clever commercials and a group of fresh, young performers made the new George Givot show an enjoyable half hour of variety entertainment. The veteran comic handled his emcee chores with the ease of vast experience and moved the standard vaude format along at a bright, brisk pace. His jokes and "Greek ambassador" routine were pretty stale, but his warm, show-wise personality televised well, and he undoubtedly helped imbue the show's talented but largely untried acts with a professional air.

Utilizing a small night club floor set Givot brought the acts on in casual fashion, teeing off with Nahi and Her Hawaiians, three dancers (two lithe young boys and a buxom girl) plus a gal who played the uke. Their native ancestry was dubious, but the routines were effective and smoothly executed. Joe Green and a wonderful trained dog tagged Bebe followed with some telegenic tricks. The blond warbler Helen Edwards obliged with a sophisticated hillbilly ditty. During the show la Edwards received an obviously pre-arranged call to report for work at the Coq Rouge, presumably as a direct result of her appearance on the show.

The Skeptics were the most unusual entertainers on the bill. The boy looks like a young Bogart and the girl is just plain beautiful. Together they did a wierd take-off on the movie melodrama *Gaslight*, twisting their attractive features into Charles Adam leers. The material was thin, but their vitality and original style showed big time potentialities.

The show's most promising personality, tho, didn't even get billing. She was blond, lovely and rigged out in Scotch kilts to represent the sponsor's trademark, "Bonny Maid." Her charming sincerity made the linoleum commercials a standout.

The sales pitches included: (1) A trio of kilted lassies singing the praises of Bonnie Maid to bag pipe accompaniment; (2) a kitchen skit with the gal defending her sponsor's product in a verbal skirmish with two gnome-like characters called "Wear" and "Tear," and (3) a living room scene with Bebe, the trained mutt, demonstrating how much nicer it is to roll over on a "Bonnie Maid" rug. *June Bundy.*

Dennis Day

Reviewed Saturday (27), 9:30-10 p.m. EDT., over NBC. Sponsored by Colgate-Palmolive-Peet Company. Agency—Ted Bates. Agency producer-director, Bill Harding; writers, Frank Galen, Bill Mannhoff and Freddy Fox. Cast: Dennis Day, Barbara Eiler (Mildred), Bea Bernaderet (Mrs. Anderson), Dink Trout (Mr. Anderson), John Willoughby (Mr. Brown), others. Announcer, Verne Smith; music, Charles (Bud) Dant and his orchestra.

It's no longer news that Dennis Day is a gifted comedian with an acute sense of gag-timing and a remarkable flair for mimicry. Day has an instinctive knack (common to all top comedians) of blending comedy with pathos. His sympathetic characterization of a simple, good-hearted, young schmo—whimsical, wistful and incredibly naive—seems to get better every year.

Unfortunately, the same can't be

Cavalcade of America

Reviewed Tuesday (August 30) 8-8:30 p.m., EDT. Style—Drama. Sponsored by Du Pont via the National Broadcasting Company (NBC). Producer-director, John Zoller. Writer, Irve Tunick. Cast: Raymond Massey, Cameron Prudhomme, Park Fennelly, Ted Pearson. Announcer, Bill Hamilton. Musical director, Donald Voorhees. Composer, Ardon Cornwell.

This season marks the 15th year DuPont has sponsored *Cavalcade of America*. The current series follows the same time-tested format utilized on previous broadcasts—dignified, ultra-conservative, historical drama, substantially educational, and with carefully worded commercials to paint big business as the people's benevolent benefactor.

DuPont's initial offering this season, *Wire to the West*, dramatized the successful efforts of Hiram Sibley, founder of Western Union, to consolidate various U. S. telegraph interests under one head and build America's first transcontinental line (1860). According to the script, which sidestepped such controversial issues as Indians or land-grabbing, Sibley's most formidable obstacle was the high price of poles in Utah.

Brigham Young quickly liquidated that problem, tho, and Sibley completed the estimated two-year project in less than five months. Sibley's smooth road may be historically accurate, but his strifeless struggles made for dull drama, in spite of the scripter's obvious effort to imbue the yarn with human interest.

Massey Authoritative

Raymond Massey brought the authoritative presence of a great actor to his role of Hiram Sibley, and the able supporting players turned in competent performances. Narrator Ted Pearson was particularly outstanding.

The drama's impressive background music was the most colorful segment of the show.

Sparked by several reiterations of the DuPont slogan, "Maker of better things for better living thru chemistry," the commercials were suitably astute and smoothly delivered. DuPont is making a dignified stock-selling pitch to women this year, and the highspot of last week's commercial was the introduction of the corporation's 100,000th stockholder, an equally dignified school marm. With a little prodding, she waxed enthusiastic over her recent visit to the DuPont plant (i. e., "they all looked so industrious, especially the executives"), and told the gals how easy it is to buy stock. All you need is the money. *June Bundy.*

said of his scripts. The current series teed off with a cleaned-up take-off on an old blackout skit, and some of the gag implications were in questionable taste (i. e., "I've missed my wife's liver and her leg of lamb. . . Molten mouth mamma, you rang your ding dong daddy's bell").

Day's forte is wholesome situation-comedy and he doesn't need double entendre material to get laughs. His soap-selling appeal for family-type audiences alone should be sufficient reason to keep it clean.

Bright Pace

In spite of the incongruous lines, tho, Day and a competent cast set a bright pace and the show moved along smoothly. The initial episode revolved around Dennis's decision to make his girl friend, Mildred, jealous, so she'd forget about Terry, a lifeguard she'd met on vacation. In the process he solicited the aid of Madame de la (See *Dennis Day* on page 47)

The Hands of Murder

Reviewed Wednesday (31), 9 to 9:30 p.m. EDT. Sustaining over the DuMont tele network. Produced by James L. Caddigan. Created and staged by Lawrence Menkin. Camera director, Frank Bunetta. Television play by Lawrence Menkin and Charles Speer. Cast: Steve Elliot, Milt Herman, Charlotte Keane, Nat Polen, Jim Boles, Phil Sterling, John Kane, Dave Karman and Harry Kadison.

DuMont has come up with a program which sets a pattern sharply differing from the illustrated radio and stage plays aired by television in the past. *The Hands of Murder*, showcased on *Program Playhouse*, represents a pioneer effort in a new technique of producing video drama. It integrates sets, action and lighting in the projection of a story which offered continuous action over a record number of scenes, without film, yet maintaining a constant and smooth transition. In effect, it is the successful adaptation of film scenario writing to TV without the necessity of halting camera work between scenes.

Over 30 individual scenes were integrated into a synchronized whole, mainly by deft staging and imaginative camerawork. These scenes were supercharged dramatic vignettes, each lasting about one minute, and each carrying the action directly into the next. The taut, psychological script was made to order, and the acting was excellent. However, this was primarily a field day for the brain trust devising the show and the production crew executing it. Instead of taking pictures of a stage play, they evolved a way to create a picture story, told by the camera.

Tribute to Bunetta

That all this came thru is a tribute to camera director Frank Bunetta, whose split-second shot calling tie together the manifold threads into a single pattern. The show, conceived and directed by Lawrence Menkin and produced by James Caddigan, made a thriller out of material which could also have been turned into a top-flight documentary. The story dealt with a young vet who, caught in the ruthless net of a loan shark, was hounded, beaten, driven out of his mind to murder and finally was slain by the police. A minimum of actual settings were used, with the strength of the show making the illusion of sets completely believable.

An interesting aspect of this show is that Menkin actually developed the basic methodology of this technique some 13 years ago, while writing and directing for radio. In 1936, while at WMCA, New York, he created a dramatic radio series intended to help bridge the coming gap between AM and TV. Titled *Stories by Camera*, this utilized the same multiplicity of rapid-paced scenes, tied together by a "camera-voice" narrator. At WLW, Cincinnati, the following year, he continued the series. If future DuMont editions maintain the pace shown by the premiere, this should easily rank as one of video's top dramatic series. For here, at last, is a half-show which leaves the audience as satisfied and emotionally exhausted as a 90-minute movie. Isn't that what TV has been groping for? *Sam Chase.*

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- 1. SOME ENCHANTED EVENING
2. ROOM FULL OF ROSES
3. YOU'RE BREAKING MY HEART
4. SOMEDAY (YOU'LL WANT ME TO LOVE YOU)

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers.

Table with columns for Rank, Title, and Publisher. Includes 'SOME ENCHANTED EVENING' at #1 and 'ROOM FULL OF ROSES' at #2.

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

Records listed are country and western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores.

Table with columns for Rank, Title, and Artist/Publisher. Includes 'I'M THROWING RICE AT THE GIRL I LOVE' at #1 and 'ROOM FULL OF ROSES' at #2.

"YOU'RE BREAKING MY HEART"

by GENARO and SKYLAR

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 2,524 operators in all sections of the country.

Table with columns for Rank, Title, and Artist/Publisher. Includes 'SOME ENCHANTED EVENING' at #1 and 'ROOM FULL OF ROSES' at #2.

across the board

artists, and you in radio who help make the song hits of the nation

"ROOM FULL OF ROSES"

by TIM SPENCER

"SOMEDAY"

(YOU'LL WANT ME TO WANT YOU)

by JIMMY HODGES

* Reprinted from Sept. 3 issue of The Billboard



BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

* RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on weekly survey among disk jockeys throughout the country. List is based on replies from weekly survey among disk jockeys listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 2. If indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Record	Artist	Label
1	YOU'RE BREAKING MY HEART	V. Damone-G. Ozzie	(Ac. R)
2	SOME ENCHANTED EVE-NING	F. Coma-M. Ayres	Mercury 5271-BMI
3	SOMEDAY	V. Monroe	Mercury 5271-BMI
4	ROOM FULL OF ROSES	V. Monroe	Mercury 5271-BMI
5	THAT LUCKY OLD SUN	V. Monroe	Mercury 5271-BMI
6	YOU'RE BREAKING MY HEART AGAIN	V. Monroe	Mercury 5271-BMI
7	ROOM FULL OF ROSES	V. Monroe	Mercury 5271-BMI
8	SOME ENCHANTED EVE-NING	V. Monroe	Mercury 5271-BMI
9	ROOM FULL OF ROSES	V. Monroe	Mercury 5271-BMI
10	SOME ENCHANTED EVE-NING	V. Monroe	Mercury 5271-BMI
11	SOME ENCHANTED EVE-NING	V. Monroe	Mercury 5271-BMI
12	AGAIN	V. Monroe	Mercury 5271-BMI
13	HOMEROWK	V. Monroe	Mercury 5271-BMI

LUCKY STRIKE HIT PARADE

SATURDAY, AUGUST 27th, 1949

- 1—YOU'RE BREAKING MY HEART
- 2—ROOM FULL OF ROSES

* BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's top volume retail record stores. List is based upon the Billboard's weekly survey among the 1,000 largest stores, representing every important market area. Survey returns are weighted according to size of market area. Records listed numerically, according to greatest sales. The "B" side of each record is listed in italics.

POSITION	Record	Artist	Label
1	YOU'RE BREAKING MY HEART	V. Damone-G. Ozzie	Mercury 5271-BMI
2	SOME ENCHANTED EVE-NING	F. Coma-M. Ayres	Mercury 5271-BMI
3	ROOM FULL OF ROSES	V. Monroe	Mercury 5271-BMI
4	SOMEDAY	V. Monroe	Mercury 5271-BMI
5	MAYBE IT'S BECAUSE	V. Monroe	Mercury 5271-BMI
6	RIDERS IN THE SKY	V. Monroe	Mercury 5271-BMI
7	JEALOUS HEART	V. Monroe	Mercury 5271-BMI
8	HUCKLEBUCK	V. Monroe	Mercury 5271-BMI
9	BABY, IT'S COLD OUTSIDE	V. Monroe	Mercury 5271-BMI
10	HUCKLEBUCK	V. Monroe	Mercury 5271-BMI
11	BABY, IT'S COLD OUTSIDE	V. Monroe	Mercury 5271-BMI
12	ROOM FULL OF ROSES	V. Monroe	Mercury 5271-BMI
13	SOME ENCHANTED EVE-NING	V. Monroe	Mercury 5271-BMI
14	ROOM FULL OF ROSES	V. Monroe	Mercury 5271-BMI
15	AGAIN	V. Monroe	Mercury 5271-BMI
16	MY BOLERO	V. Monroe	Mercury 5271-BMI
17	LET'S TAKE AN OLD-FASHIONED WALK	V. Monroe	Mercury 5271-BMI
18	SOMEDAY	V. Monroe	Mercury 5271-BMI
19	THAT LUCKY OLD SUN	V. Monroe	Mercury 5271-BMI
20	YOU'RE BREAKING MY HEART	V. Monroe	Mercury 5271-BMI
21	DANCE OF THE HOURS	V. Monroe	Mercury 5271-BMI
22	MAYBE IT'S BECAUSE	V. Monroe	Mercury 5271-BMI
23	WHISPERING HOPE	V. Monroe	Mercury 5271-BMI

Built-In Aerials, N. Y. Law Signal TV Service Changes

NEW YORK, Sept. 3.—The introduction this week of the new Capehart and Motorola TV lines, both with built-in aerial systems, and the recent rulings by the New York State Attorney General and Department of Insurance all point to drastic changes in service and installation policies of retailers and service agencies. A meeting of the newly formed Association of Television Service Companies, Inc. (ATSC), has been called for Wednesday (7) to formulate plans for future action in view of the New York State rulings.

Both the ATSC members and retail dealers who operate their own service departments are concerned

over the future of built-in antenna systems. They feel that if, as is likely, more and more use is made of built-in antennae the lucrative installation business will be lost. With low discounts and the widespread "20 per cent off" selling of video sets dealers are beginning to feel that their only "out" will be a switch to servicing receivers on a per call basis. It is not far-fetched, they say, to assume that \$10 or \$15 per call will be the service charge of the future. Other than that they believe their salvation lies in the much-hoped-for but little-expected fair trading of all receivers by manufacturers or the widespread use of exclusive dealer franchises.

Per Call System

The service companies, on the other hand, would just as soon see the per call system initiated rather than submit to the rulings of the attorney general's office which would prevent them from issuing second-year renewal policies. At the moment various spokesmen for the ATSC feel that the rulings still do not clear up such points as: (1) Can they warrant parts? (2) Can they issue contracts? (3) Must they be bonded?

In the opinion of Stanley L. Lerner, of Landau & Friedman, attorneys for the ATSC, the State insurance department rulings and those of the attorney general are still not clear and that a further ruling or a court test case will be necessary before service companies will change their present operations.

Tele Bally Key At RMA Confab

WASHINGTON, Sept. 3.—TV set promotion projects will be a key subject at committee meetings of the Radio Manufacturers' Association (RMA), to be held at White Sulphur Springs, W. Va., September 15-16, during the sixth joint conference of U. S. and Canadian RMA officials. Included will be discussions of RMA's TV series on care and operation of receivers, plans for National Radio Week (October 30-November 5) and plans for a conference of TV servicemen to be held in Washington. Current trends in TV receiver advertising will also be discussed.

Preceding the West Virginia meetings, an RMA subcommittee will convene in New York, September 14, for a final review of the TV educational series, which is designed to make set owners better acquainted with the operation of their receivers and to reduce nuisance calls for servicemen.

Coin-Meter Device Prompts Ad Battles

NEW YORK, Sept. 3.—The use of a coin-meter device for selling television sets has created an interesting advertising sidelight in this area, with two large radio and appliance chains "battling it out" in their daily newspaper ads.

The Vim Stores' chain of 19 shops in the metropolitan New York area has been devoting almost half of its advertising space to its trademarked "Tele-Meter" plan. The ad copy by Vim states "no down payment . . . for your convenience in making payments . . . drop as little as 25 cents in the 'Tele-Meter' . . . and you pay for it while you use it."

Dravega's chain of 23 stores countered with copy that reads, "Your credit is good at Davega without a coin meter . . . no extra cost to you for a coin meter . . . no collectors at your door . . . no service shut-off because of lack of coins . . . no daily bother with coin meters . . . given without cost to you. A bank to help you save your odd change."

AM Tube Sales Hit 10 Million

WASHINGTON, Sept. 3.—The Radio Manufacturers Association (RMA) reported this week that July sales production of radio tubes amounted to 10,117,925 as compared with 9,637,244 in July, 1948. In accordance with the seasonal trend, however, July sales were 3,500,000 below June.

57,400 TV Sets in D. C.

WASHINGTON, Sept. 3.—Television sets in use in the District of Columbia area have reached a total of 57,400, an increase of 1,700 sets in a month, the Washington Television Circulation Committee announced this week.

How They're Selling Them

FALL PROMOTION campaigns were launched across the country with special emphasis on "back to school" portables and the advantages of owning a TV set during the football season. RCA and Emerson were putting a big co-op ad drive on portable radios, and Philco continued its all-out promotion program on the built-in aerial sets. Admiral concentrated full page co-op spreads on its \$399.95 TV combination, with three-speed automatic record changer; while Zenith tied up with dealers and distributors on a co-op campaign to push the firm's \$399.95 TV console and \$279.95 table model. Philharmonic sets still figured prominently in dealer advertising and many dealers were emphasizing "no down payment . . . easy credit terms" in ad copy, along with 25-cents-a-day coin meter gimmicks. Pianos were getting a big play, while record ads continued to be practically non-existent.

EDUCATION FOR TOTS!

"Hours of fun in music . . . Children's electric record player \$6.98. . . Select their own music and stories . . . Educate your kids this new approved way." Ad featured a cut of metal record player along with a listing of low-priced kiddie disks. Waxings included 10-inch "Mother Goose Songs" for children 3 to 6 . . . 15 cents. Artie Shaw's "Fied Piper" disks for children 6 to 10 . . . 25 cents. Small type line at bottom of ad "mail orders welcome."—Goldsmith's, Memphis.

\$40,000 TV LIQUIDATION SALE

"Gigantic sale! Our entire stock of 1949 sets must go! All sets fully guaranteed. Any reasonable offer accepted! Prices start at \$89.95." This copy heralded a big sell-out sale. Brands listed under a bold face head ("save up to \$500") included RCA, G-E, Capehart, Admiral, Emerson, Zenith, Philco and others. Circled copy read "Special V-type indoor television aerials. Reg. \$7.50. Only \$2.95" and copy at bottom of ad claimed, "We sell for less—see us before you buy." Italic line in very small type advised, "None sold to dealers—limited quantities."—American Appliance Stores, Milwaukee.

IN YOUR HOUSE—ON THE HOUSE

"Scotty says: See TV free!" That's the head on small-sized ad strategically placed on radio page. Ad featured sketch of Scotty dog with telephone and plugged RCA's "eye witness television" which, smaller type copy advised, "is offered free home trial each day to the first six people who phone." Additional small type paragraph described store's "Cool TV theater."—Buckley & Scott, Boston.

I SELL WHAT I ADVERTISE—ENUFF SAID!

Lippy's utilized this positive banner line to get the most out of a classified ad. Copy read "Discounts as high as 40 per cent off on TV sets. Look at the week's specials." A list of "reduced" prices on two Emerson models, a Motorola and a Crosley followed, along with a plug for "1949 radios, \$9.95 and up" and the names of brands carried.—Lippy's, Philadelphia.

PRIVATE BRAND MERCHANDISE

An eye-catching eight by eight-inch ad, part of full-page department store spread, spotlighted store's own brand "built to our own rigid specifications by the makers of the famous Hudson radios." A large half tone of console set occupied 75 per cent of ad space, with boxed copy reading "New! Hudson console—the television value of the year . . . \$269.95, 12 1/4-inch picture tube."—Hudson's, Detroit.

THREE BIGGEST POST-WAR COMEDIES

This unique head led off half page ad for Columbia's three legit musical albums, "Miss Liberty"; "Kiss Me, Kate," and "South Pacific" all featuring members of original casts. "Miss Liberty" received biggest play, but cuts of all three album covers were run, along with complete list of musical numbers, and both 78 and LP prices. Bottom copy advised, "Your record collection isn't complete unless you have these" and suggested that readers check albums wanted and order by mail via boxed coupon.—Samsons, Milwaukee.

Kahn Picks RPEES Advisory Committee

CHICAGO, Sept. 3.—A distributors advisory committee this week was named by Jerome J. Kahn, president of Radio Parts & Electronic Equipment Shows, Inc., to consult with directors of the 1950 show, which will be held in Chicago the week of May 22. The committee is expected to make suggestions which will make the show more valuable to jobbers.

William O. Schoning of Lukko Sales, Chicago, was named chairman of the committee, which will hold its first meeting December 6 at the Waldorf-Astoria Hotel, New York.

NARDA Sees No Change for TV Price Stability

CHICAGO, Sept. 3.—Members of the National Appliance and Radio Dealers Association (NARDA) do not believe TV prices will stabilize in the near future, a symposium report in the September 5 issue of the association's news letter reveals. Typical are the comments of Robert T. Down, a dealer in Washington, and Art Becker, a NARDA member of Evanston, Ill. Both agree price stabilization is still in the offing.

"Most prices," said Down, "will continue to break under the pressure of price cutters and the general instability of the television industry for some time to come."

"If the dealers want stabilized television prices this fall, they must begin practicing sound, down-to-earth salesmanship. Price-cutting is a poor and disastrous substitute for salesmanship. Given the support of manufacturers and distributors, dealers who stick to good quality and good salesmanship have a fair chance of stabilizing some television receiver prices this year."

Becker said that no price stabilization will result in the TV industry until "someone gets hungry." Referring to manufacturers, he stated that as long as TV producers are making money, "no one wants any rules."

Opposing views of the dealers in the same report were the statements of leading manufacturers. E. C. Bonia, general sales manager for Bendix Radio, stated: "Price-cutting by the retail dealer can be charged to their lack of responsibility in the sale. The fact that TV manufacturers took over the servicing and installing of sets removed any feeling of future responsibility from the dealer's conscience. Consequently, after making the sale, the dealer, having no further obligation, felt that whatever he recovered was net profit instead of gross. Therefore, he cut prices indiscriminately."

Benjamin Abrams, president of Emerson Radio & Phonograph Corporation, claimed that much of the instability existing at the present time will be "fairly well ironed out by the end of the year." Paul Galvin, president of Motorola, Inc., concurred and stated: "The future buyers will look for our quality of sound engineering instead of the cheapest price tag."

No Wage Hike for Most Retail Shops

WASHINGTON, Sept. 3.—Senate action this week in broadening exemptions in the bill to raise the minimum wage to 75 cents per hour assures most retail stores that they will remain outside of the Fair Labor Standards Act. As reported from committee, the measure would have blanketed all retail stores under the act, but the Senate voted 50-23 to continue the exemption for stores having more than 50 per cent of their business transacted within a single State.

Since the House previously voted the same way, the exemption for retailers will be continued regardless of what compromises are made in the bill when it is sent to conference between the two chambers.

TV-Music Biz Up in July

WASHINGTON, Sept. 3.—Aided by TV sales, radio and musical instrument stores reported a July business increase of 5 per cent over July, 1948, the Commerce Department stated this week. On the other hand, July business was down 8 per cent from June. For the first seven months of 1949 business was up 6 per cent over the corresponding 1948 period.

Industry News Of the Week

S. L. Spraggins, formerly director of purchasing, has been assigned to the newly created post of assistant to the president in charge of manufacturing at Hoffman Radio Corporation. Arthur Baxt, formerly purchasing agent for the Packard Bell Company, falls heir to the Spraggins position, and W. P. Kennedy succeeds Baxt at Bell. . . . Dr. Ray H. Manson, chairman of the board of Stromberg-Carlson, is reportedly recovering steadily after a serious illness. . . . John A. Miguel Jr., formerly Far East regional director for RCA, has been appointed manager of the newly formed international division of Zenith. He'll headquarter in New York. . . . John R. Meagher, inventor of the RCA television demonstrator, will be the speaker at the opening session of the Television Installation and Service Association's 1949-'50 advanced tele- (See Industry News on page 47)

802 SKEDS HOT BY-LAW SESH

Puggy Pub

NEW YORK, Sept. 3. — Few small publishers—and not many big ones, for that matter—would have the nerve to incur the displeasure on an important maestro the way Campbell Music's Solly Loft did this week.

Loft went up to the Astor Roof and demanded that Xavier Cugat return to him an arrangement of his *Similau*, which the writer of the tune had presented to the batoneer.

"Why?" asked Cugat.

"Because you haven't played it on the air," said Loft.

"But I play it almost every night here," said Cugat.

"But you haven't put it on the air yet," said Loft. "Let's have it." Cugat returned the arrangement.

Columbia Sets Xmas Drive in National Mags

NEW YORK, Sept. 3.—Columbia Records will follow up its September LP advertising campaign (*The Billboard*, September 3) with a last quarter promotion splash aimed at building Christmas trade. The promotion drive will be sparked by a series of national magazine ads in such books as *Life*, *Esquire*, *Time*, *Harper's*, *House Beautiful*, *Good Housekeeping* and others. The diskery will continue to work with distributors and dealers on local newspaper co-op advertising.

The keynote of the three-month campaign is two-fold. A new slogan—"LP for Lasting Pleasure"—will be pushed, and the ads will pitch for the public to be wary of how long a record plays before a purchase is made.

Eagle Rights Go To Keys Music

NEW YORK, Sept. 3.—Nat Tannen's Keys Music publishing firm this week acquired selling and exploitation rights to the catalog of Eagle Music, a Washington pubbery. Eagle, owned by tunesmith Benjamin Adelman, has about 30 tunes, most of which are in the country and Western category.

The deal was precipitated when Keys, which is operated partially as a mail-order house, received calls for copies of *All Because of My Jealous Heart*, a song waxed on King, Mercury and Sylvan labels. Tannen tracked down the tune, acquired same and the rest of the catalog as well.

Meanwhile, the original Sylvan masters of *All Because of My Jealous Heart*, another Eagle publication, cut by Billy Strickland, were purchased by De Luxe Records.

Thrush Juanita Turns Cleffer

NEW YORK, Sept. 3.—Juanita Hall, *South Pacific* thrush, has co-authored with poet Langston Hughes the song, *Love Can Hurt You*. She will warble the tune in the flick, *The Guilty Bystander*, in which she makes her bow as a featured pic performer.

Miss Hall has cut the song for Victor, with which she has signed a recording contract, and which is endeavoring to build her as a platter star. The tune is published by Alamo Music.

Moncreif Quits Post at Victor

NEW YORK, Sep. 3.—Henry Moncreif, head of RCA Victor's copyright department, resigned his post at the diskery's Camden, N. J., headquarters last week. He will, however, remain connected with the company in an advisory capacity until the end of the year.

Moncreif, who had been with Victor for 23 years, and in the copyright department for 19 years, expects to connect with an undisclosed diskery or publishing house within the next couple of weeks. In recent years his interpretations of foreign and domestic copyright laws have been in constant demand along publishers' row.

Decca Shrugs Off Slump, Cuts Melon

NEW YORK, Sept. 3.—In spite of the general trade-wide summer slump, Decca Records' directors this week declared the firm's regular quarterly dividend of 12½ cents per share of capital stock.

The dividends will be payable to stockholders of record at the close of business September 16. Decca has 776,000 shares outstanding.

50 Suggested Changes Are Up for Voting

Opposing Views Presented

By Jerry Wexler

NEW YORK, Sept. 3.—The political turbulence in Local 802, American Federation of Musicians (AFM), which has been quiescent since last fall's elections, is expected to start churning again at the forthcoming by-law meeting at Town Hall next Monday (12).

Of the 50 resolutions for by-law changes on the agenda, only six have the approval of the exec board, eight of whose nine members are Blue Ticket. The remainder were marked by the board as unfavorable, except for one or two which got the no-comment treatment.

The Blue-approved items have to do largely with the issue of raising dues and the engagement tax. These are expected to spark the blow-off between the Blue-dominated administration and the minority Unity and Coalition parties.

The resolutions for the increases call for a dues raise of either \$8 or \$12 annually over the present \$16 fee, and a hike of the present 1 per cent engagement tax to 2 or 3 per cent. The administration presents these resolutions with statistics purporting to show that the Local operates at a loss of \$5.50 per member per year, and with the argument that the dues have not been raised since 1929, the tax since 1943.

Opposition Attack

The opposition groups will attack the proposed raises as being inopportune, with musicians' unemployment on the rise and the cost of living not appreciably diminishing. They will (See 802 Skeds on page 42)

London's New LP Longhair

NEW YORK, Sept. 3.—London's new, expanded classical recording program (*The Billboard*, August 20) is shaping up with special emphasis on works suited to the LP system, according to Artists-Repertoire Director Remy Farkas. Farkas, who returned from England Tuesday (30), cut several sessions there with met-opera baritone Giuseppe Valdengo, and supervised the transfer of regular London FFRR longhair waxes to LP masters.

Special emphasis will be placed on recording complete operas, with several to get under way before January. The Verdi *Requiem*, a large choral work, will be cut at an early date by the Vienna Philharmonic and chorus under the direction of Victor De Sabata. Operas will be cut by the Vienna State Opera Company, La Scala, Milan, and the Turin Opera Company. The latter two Italian groups employ a number of the same artists. Works scheduled are *Don Pasquale*, and the first complete recordings of *Die Fledermaus* and *Rosenkavalier*. Preliminary arrangements are being made for a new complete waxing of *La Tosca*.

A new Italian contralto, Tebaldi, has just been signed to an exclusive London contract.

Int'l Records Into Wax Whirl

HOLLYWOOD, Sept. 3.—International Records, new indie label which acquired Hamptone's stock of masters, will bow September 15. Sammy Lane, head of International, closed a deal with Gladys Hampton for 80 Hamptone sides, boasting such names as Herb Jeffries, Wynnonie Harris and Herbie Fields, plus instrumental sides cut by tootlers in Lionel Hampton's aggregation. Inasmuch as Hamptone has created a following, Lane intends to retain its identity on his label while still crediting International.

New diskery will specialize in the rhythm and blues field, signing its own artists as well as releasing those recorded by Hamptone. Initial release will consist of three disks, including one platter by Harris and selections by the Hamptone All-Stars. Lane will retail his disks at 75 cents per shellac record. Platters will be handled by 25 distributors already assigned thruout the country, following closely the distrib chain set up by Modern Records.

AFRA To Move Cautiously

Regent Obtains "Little Things"

NEW YORK, Sept. 3.—Regent Music this week obtained pubbing rights to *It's the Little Things*, originally assigned to Feist and returned by that firm to the writers when picture commitments prevented a promised plug treatment for the tune. The number comes to Regent already recorded by Gordon MacRae for Capitol and Kay Kyser for Columbia.

The deal necessitated a release from the American Society of Composers, Authors and Publishers (ASCAP), of which Feist is a member. Regent is a Broadcast Music, Inc. (BMI) affiliate. Gene Goodman, Regent partner, explained that the song is able to be cleared exclusively thru BMI since none of the writers, Ed Weiner, Art Waner and Hal Gold, was in ASCAP when the song was written.

Regent this week also picked up pubbing rights to *Doby Boogie* from Eddie Heller and Larry Newton, of Derby Records. A Derby waxing of the instrumental has been getting action in the blues and rhythm market.

Petrillo Supports Politico Candidate

JOHNSTOWN, Pa., Sept. 3.—James Caesar Petrillo, head of the American Federation of Musicians (AFM), has entered a new field—the arena of Pennsylvania politics.

The Petrillo hurricane blew into Johnstown and Cambria, Ind., and Armstrong counties—comprising the 26th Congressional District—in the form of letters to some 500 AFM members urging support of Mrs. Curry E. Coffey, Democratic candidate for Congress at a special election September 13. Mrs. Coffey is regarded as favorable to labor.

Literally dozens of big guns are centering their fire here in a bitterly contested election, with Republicans hoping to regain the district they lost just last year when Rep. Harve Tibbet failed to click with the voters.

Petrillo's letter to his members in the district stressed that "organized labor is engaged in a pitched battle with those interests which seek to destroy it, as witnessed by the terrific contest in the House of Representatives, relative to the repeal of the Taft-Hartley Law.

Preps Pact Talks With Platteries

Heller Outlines Strategy

(Continued from page 3)

field at a closed session of last week's AFRA convention.

Heller reportedly admitted that the union lacks necessary power to force record companies into coming to terms. AFRA's best chance, Heller said, was to "be charming, friendly and use our best persuasive powers" while negotiating and thereby hope to win waxeries. For its initial pact, it will not be too demanding rate-wise for, according to Heller, AFRA's chief objective now is to gain recognition from disk firms.

Minimum rates agreed upon by the convention as basis for bargaining are: \$50 per side for actors and an- (See AFRA To Move on page 22)

NBOA TO MULL TERP PROBLEMS

Annual Meet Set for Chi October 4-6

Seek More State Groups

CHICAGO, Sept. 3.—The National Ballroom Operators' Association (NBOA), thru its secretary, Otto Weber, last week announced the most formidable program for an annual convention in the three-year history of the national org. Meet will be held October 4-6 at the Hotel La Salle here, marking the first three-day confab held by the group.

For the first time, the NBOA is sticking closely to the circle of its own membership for speakers, with specific problems of the terpery biz being discussed by the men who have faced those problems for years. Business meetings will be held on the mornings of October 4-5, with another clinic scheduled for the afternoon of the closing day.

Emphasis will be placed upon the formation of more State groups within the organization. Thus far, only the Nebraska ops have formed a subsidiary org, with Herb Pauley, the Turnpike Casino, Lincoln, Neb., set to explain the formation and development of the Nebraska Ballroom Operators' Association. Pauley is prexy of the Nebraska set-up. Ken Moore of Aragon-Trianon Enterprises, Chicago, will discuss the relationship of NBOA to its State associations in another talk. Minnesota terpalace owners have been meeting recently, but have not yet formed (See NBOA To Mull on page 39)

Bishop Leaves MCA in H'wood

HOLLYWOOD, Sept. 3.—Eames Bishop, head of band and act department at Music Corporation of America (MCA), left its fold after an 11-year association. Bishop was replaced by Don Mulford, moved here from MCA's San Francisco office. He will be assisted by Eddie Green, former New York rep for Arthur Michaud's personal management interests. Bishop started with MCA in San Francisco and was moved here after two years in the Bay City. He had moved up the MCA ladder to his final post, surviving numerous shake-ups in the commission house's ranks.

His exit is believed to have been prompted by MCA's present policy of accenting youth in its employee ranks, as well as difference in opinion with firm's topper, Larry Barnett. Bishop told *The Billboard* he will endeavor to keep himself free of biz tie-ups until after the first of the year. At that time he expects to return to the entertainment field. He will devote the next few months to a vacation with his family residing in Florida.

Standard Goes Non-Breakable

NEW YORK, Sept. 3.—Standard Records, which specializes in international waxings, will issue its entire catalog on non-breakable material in the future. The firm will retain its current price structure.

The diskery also is planning to go into the long-playing (33 $\frac{1}{3}$) field in the near future, according to Standard's topper, Tetos Demetriades.

N. England Ops Prep Hype for Square Dance

BOSTON, Sept. 3.—Arnold E. Kahn, executive secretary and general counsel for the Ballroom Operators' Association of New England (BOANE), has announced plans for the fall, beginning with the first meeting September 19 at the Hotel Kenmore here. BOANE, organized last year to protect operators' interests and to bring about passage of a bill to allow Sunday dancing in Massachusetts, will promote square dancing, which has been meeting with good success in the New England territory.

Kahn said: "We will make an intensive drive for Sunday dancing in a bill to the new State Legislature. We are also interested in reduction of the excise tax on admissions and are contacting legislators in Washington for action to decrease the tax, on the basis that increased business will make it up."

Kahn revealed that ops' reports of summer season dance biz showed outdoor spots in the red, but indoor ballrooms not as well off as last year. "The lush money is gone," he said, "and few spots dare go on the nut with name bands now, because average operators cannot afford name bands."

He also said BOANE was dissatisfied with the rates of the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI). Kahn said that membership in the organization had doubled since the start and that a membership drive would get under way in the fall.

Kahn will represent BOANE at the national convention of ballroom operators October 4-6, at Hotel LaSalle, Chicago.

LeBaron in Deal For L. A. Avodon

HOLLYWOOD, Sept. 3.—Batoner Eddie LeBaron has taken over Avodon Ballroom, downtown Los Angeles terpery, and will convert it to the Rhumba Palace of America. Idea is to feature Latin dance music exclusively, with which LeBaron hopes to attract patronage from the over 350,000 Spanish-speaking Los Angeles inhabitants. Avodon was opened three years ago as a name band terpery. Plan then was to bring name aggregations within easy reach of transportation terminals to attract visiting servicemen from nearby camps.

However, war's end came before ballroom biz got into high gear. Since then policy floundered with name attractions and spot has enjoyed better biz with Latin groups. Its location, closer to the Negro and Mexican section, is expected to prove advantageous under the all-Latin music policy. LeBaron's deal with Avodon's management is on a percentage basis.

Goody's London Ad Not So Good; Retailers Beef

NEW YORK, Sept. 3.—The equivalent of an atom bomb explosion was set off in the local retail record market this week when a prominent dealer, Sam Goody, broke an ad in the Sunday *New York Times* offering London's new LP records at a 30 per cent discount. In the same edition Liberty Music Shops advertised the same line at regular list prices.

On Monday (29) the diskery received a flood of protests and canceled orders from all of the leading shops and department stores. Most of these orders were reinstated Tuesday, however, when dealers received notice from London that the line had been fair-traded under the regulations of the Feld-Crawford Act.

Dealer Goody, contacted by the diskery early Monday morning was informed of its intention to fair-trade the product, agreed to play ball with the proper price policy and promised the diskery he would clarify his legitimate stand in a subsequent *Times* ad to run two weeks later (11). Goody's explanation for his discount offer is that, prior to Monday, only Columbia and Cetrasoria LP's were registered under the Feld-Crawford Act, and he cited recent decision in favor of R. H. Macy's in the price-violation suit brought against the department store by DuMont when the former advertised DuMont TV sets at less than list prices.

Bridgeport's Ritz Reopens

BRIDGEPORT, Conn., Sept. 3.—Ritz Ballroom, Bridgeport's largest ballroom, will reopen for the season tonight, with Joey Zella's Casa Ritz ork as opening attraction. The policy this season will be the same as before, with name bands coming in for Sundays and holidays, and territorial bands during the week.

Opening the name band season will be Vaughn Monroe next Sunday (11). Joseph (Joe) Barry will again manage the spot, assisted by Ray Colonari, who will handle press, public relations and radio promotion.

Decca Royalty Plan Outlined

Rackmil Seeks Industry-Wide Payoff System

Negotiations Still Underway

NEW YORK, Sept. 3.—Decca's second quarter publisher royalty payoff (*The Billboard*, September 3), which provoked a good deal of protest and gripe along Tin Pan Alley, is a step in an effort to elevate the pubber-diskery royalty arrangement to a uniform industry-wide pattern and to "get this thing on a business basis," according to the diskery's prexy, Milton Rackmil.

Rackmil explained that Decca's second quarter pay-off was only a temporary arrangement pending the completion of negotiations between the diskery and publishers' agent Harry Fox. These negotiations involve the development of a new royalty pay-off arrangement which would give the diskery an opportunity to deduct for returns from the pubber royalties. Rackmil points out that such an arrangement would merely be an amicable enforcement of the terms of the existing pubber-diskery (See Decca Royalty Plan on page 41)

Rey Scraps Ork For Small Unit

NEW YORK, Sept. 3.—Alvino Rey, who has fronted an ork for almost a decade, this week decided to scrap his 17-man crew in favor of going out with a small unit. He will work with an eight-piece group in the future. The unit will be billed as Alvino Rey and His Blue Reys and is designed specifically for hotels and small locations.

The new group's break-in date will be at the Hollenden Hotel, Cleveland, beginning October 2 for four weeks. Rey will continue to work thru the General Artists Corporation.

Col'bia Signs Up Two New Singers

NEW YORK, Sept. 3.—Columbia Records this week signed a pair of new singers, Johnny Thompson and Toni Arden.

Thompson, who currently is featured in the Irving Berlin *Miss Liberty* show, was inked on the strength of his vocal chore on the Hugo Winterhalter waxing of *Someday*. Miss Arden, who graduated from Shep Fields's ork into a single about a year ago, has been waxing on a date-to-date basis for the Signature Hi-Tone label.

802 Seeking New Housing

NEW YORK, Sept. 3.—Local 802, American Federation of Musicians (AFM), whose lease at its 1267 Sixth Avenue offices expired Thursday (1), has offered \$850,000 for the Mecca Temple Building on 56th Street.

The building, more commonly known as the City Center, is owned by the city.

The Local will remain at its present offices by agreement with the owners of the building until it finds new housing. The preferred course is to locate rented offices, but local execs say that they may find it more expedient to erect a building.

Haverlin Recuperating

NEW YORK, Sept. 3.—Carl Haverlin, president of Broadcast Music, Inc. (BMI), is recuperating on the Coast after a minor operation. The BMI chief, who had gone to Hollywood on a business trip, is planning to attend the National Association of Broadcasters' (NAB) district meetings, beginning with the opening of the series by District No. 9, September 14, at the Northern Hotel, Three Lakes, Wis. Attendance at the series of NAB meetings, however, will depend upon an okay from Haverlin's physician.

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- ★ A DREAMER'S HOLIDAY **EILEEN WILSON and GORDON JENKINS**
TELL ME WHY Decca 24738
- ★ BABY GET LOST **BILLIE HOLIDAY**
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- THE BLUE SKIRT WALTZ **GUY LOMBARDO**
HOMECOMING WALTZ Decca 24714
- ROOM FULL OF ROSES **DICK HAYMES**
A CHAPTER IN MY LIFE CALLED MARY Decca 24632
- SOMEDAY (You'll Want Me to Want You) **MILLS BROTHERS**
ON A CHINESE HONEYMOON Decca 24694
- HOP-SCOTCH POLKA (SCOTCH HOT) **GUY LOMBARDO**
DANGEROUS DAN MCGREW Decca 24704
- I CAN DREAM, CAN'T I? **ANDREW'S SISTERS with GORDON JENKINS**
THE WEDDING OF LILI MARLENE Decca 24705
- THAT'S MY WEAKNESS NOW **RUSS MORGAN**
LAUGHING TROMBONE POLKA Decca 24692
- THERE'S YES! YES! IN YOUR EYES **CARMEN CAVALLARO**
TWENTY FOUR HOURS OF SUNSHINE Decca 24678
- STRUMMIN' ON THE OLD BANJO **RUSS MORGAN**
I CAN'T BELIEVE IT (But It's True) Decca 24701

78

- THE LAST MILE HOME **BING CROSBY**
IMAGINATION Decca 24696
- YOU'RE SO UNDERSTANDING **EVELYN KNIGHT**
IT'S TOO LATE NOW Decca 24636
- DIME A DOZEN **JACK OWENS**
JEALOUS HEART Decca 24711
- TENNESSEE POLKA **RED FOLEY**
I'M THROWING RICE (At the Girl I Love) Decca 46170
- SLIPPING AROUND **ERNEST TUBB**
MY TENNESSEE BABY Decca 46173
- WARM RED WINE **ERNEST TUBB**
MY FILIPINO ROSE Decca 46175
- WHY DON'T YOU HAUL OFF AND LOVE ME **MERVIN SHINER**
SOFT LIPS Decca 46178
- OUT OF THE DEPTH **MARIE KNIGHT and VIVIAN COOPER**
TOUCH ME, LORD JESUS Decca 48111

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AFM Wooded by TV Nets For Setting Up Kine Scales

(Continued from page 10)

when a network records a program with live musicians, that program can be played on affiliate stations within a time limit, but it can be played only on those stations which were on the air at the time of the live broadcast. Some doubt exists about the time limit—some say it is 14 days, others quoting 30 days. In any event, network thinking is that the regulation is too tough for current programming needs.

Another kine problem irking the networks is the fact that AFM refuses to permit a show to be recorded prior to its broadcast as a live program. This is considered as "pre-

recording." In other words, such a practice takes on the aspect of film making, and in this category the networks want "certain permissions."

In general, the networks have come to feel that restrictions surrounding the use of kinescope recordings are such that the material can be used for very little. One stated they can be used for audition purposes, and virtually little else.

Present AFM-TV Pact

Another exec stated that the need to pressure Petrillo for a kine scale and contract becomes evident thru a study of the current AFM-TV pact. This pact, it was said, covers very little ground and must be supplemented, particularly in view of TV's dependence on kine, to supply programming where the coaxial cable is non-existent.

It's believed that when Petrillo gets together with the networks to iron out a kine scale he will also tackle the matter of a general scale for packagers of TV shows on film. Independent package outfits are continually calling the national and local offices of the AFM for guidance. Some have held back their producing operations, whereas others have made TV films with musicians even tho no scale exists.

"Kiss" Promosh To Use Lanza And la Grayson

NEW YORK, Sept. 3.—The public appearance blitz instituted here recently by Loew's theaters in conjunction with the *Jolson Sings Again* flick (*The Billboard*, August 20) will be followed up this week by a similar promotion, this time on the new MGM flick, *That Midnight Kiss*. The film is tentatively scheduled to open at the Capitol September 15, depending on the run of the currently incumbent *Madame Bovary*.

Two of the production's stars, tenor Mario Lanza and soprano Katherine Grayson, will perform as "living trailers" at 11 Loew theaters here, singing a few songs at each a la Jolson. The jaunt will tee off at a "sneak" showing at the Capitol Wednesday (7). Lanza returns to the Coast Friday. Records by the two stars will be played in the lobbies of all local Loew theaters for 10 days, starting Wednesday. Lanza records for RCA Victor Red Seal disks, and Miss Grayson cuts for MGM.

Meanwhile Victor is pushing plans for its initial Lanza releases. These will be introduced to the region's dealers, distributors and Victor personnel at a special cocktail party Wednesday (7) which Lanza will attend. A similar party will have been held in conjunction with the film's world premiere in Philadelphia Monday (5). Victor is releasing three single Red Seal records featuring the tenor in pop, semi-classical, folk song and operatic selections immediately, but will market the same sides in a *That Midnight Kiss* album as soon as the picture breaks here. The diskery will also tie in with the disks of pianist Jose Iturbi, who is also featured in the flick.

Coast Casino Goes To 2 Days a Week

HOLLYWOOD, Sept. 3.—Casino Gardens, Tommy Dorsey's ocean front dancery in Santa Monica, Calif., will revert to a Friday-Saturday only policy starting this Friday (9). Limited sked is regularly observed by the beach ballroom during the autumn-winter seasons. Tommy Reed, booked by General Artists' Corporation, will inaugurate the post-summer sked.

Casino Gardens started its six-nights-per-week policy when Harry James moved in for a four-week stand in May. He was followed by Dave Cavanaugh for two weeks, with owner Tommy Dorsey bringing in his aggregation for a two-week run. Spot then cut down to four days a week (Friday, Saturday, Sunday and Wednesday), when Benny Strong mounted the podium. Switch to two-night policy comes comparatively early this week, but Manager Eddie Gilmartin finds biz does not warrant keeping lights on more than Fridays and Saturdays.

Varsity Preps Own Distrib Network of Twenty Branches

NEW YORK, Sept. 3.—Eli Oberstein's Varsity Disk Organization, which handles two low priced disk lines, his own and the Harmony (Columbia produced) lines for sales and distribution, this week teed off its plan to bid for a major niche in the disk industry by preparing to set up a network of self-owned distribution branches. Oberstein will open up eight Varsity distributing branches within the next two weeks and has plans which call for the hatching of a total of at least 20 branches in the near future. This marks the initial usage of distribs by Varsity, which originally was set up as an exclusively direct sales diskery.

The firm's initial branches will be in New York, Chicago, Cleveland, Detroit, Los Angeles, Meriden (Conn.), Atlanta and one somewhere in either Texas or Arkansas to cover the Southwest. Following these,

Oberstein figures to move into Seattle and Philadelphia. In New York, Varsity has taken half the space of Continental Records at 776 10th Avenue for the local distrib branch.

The Varsity distrib network will handle both the Varsity and Harmony lines. It will work in co-ordination with the Oberstein field sales systems which currently is manned by some 37 salesmen. The sales force will continue to peddle the Varsity and Harmony disks but will work with the nearest distrib branch rather than with the factories, as has been the system in the past. This will insure the dealer of smaller freight charges, greater efficiency and speed in shipment. There will be no change in price structure to the dealer under the new system.

The distrib network will be set up by Oberstein and his two top brass, Joe Carlton and Lee Savin. All three take off for the hinterlands Monday (5) to start the ball rolling on the distrib planning.

Dealer Price Slice

Meanwhile, this week Varsity's prices to the dealer were sliced to 22 cents including taxes. Previously the price was 21 cents plus taxes, which brought the tab up to over 23 cents. The Varsity envelope series, which was expanded by 22 titles with the addition of wax from the recently purchased Majestic Masters, will be priced at 69 cents tax included to the dealer, a slice of 3 cents from the original 72-cent tag. The retail list remains at 39 cents tax included for the singles and \$1.25 tax included for the three disk envelopes. However, with the lowered dealer prices, the Varsity single disks now fall into a potential retail level of the three-for-a-buck class. Oberstein several weeks ago told *The Billboard* that his Varsity line may spark the revival of the three-for-a-buck days.

Varsity execs strongly denied trade talks that the firm would shortly enter the long-playing business with a low priced 33½ disk. It is said that Varsity has been planning to issue such items from its Sonora and Majestic masters as excerpts from *Student Prince*, *Nutcracker Suite* and selections from Chopin as performed by Earl Wild.

Atlantic Diskery To Bow Subsid

NEW YORK, Sept. 3.—The year-old Atlantic diskery, operated by Abramson and the Ahmet Ertegun, this month is launching a subsidiary label, Plaza Records. Like Atlantic the new line will specialize in blues and rhythm material, but will have its own artists and a new set of distributors. Ten distribs are already set to handle Plaza in the South, East and Midwest.

Both Plaza and Atlantic will now follow a regular release schedule of four disks monthly to permit maximum exploitation power behind each platter, according to Abramson.

The first artists to appear on Plaza are warbler Ralph Williams; New Orleans blues chirp, Toni Mayo; Melrose Colbert, former Earl Hines thrush, and Sister Barbara Shaw, spiritual singer. Williams, Mayo and Shaw are all new names to wax. Miss Colbert formerly cut sides for Atlantic. Sixman "Bashful Bubber" Brooks will also cut for the label.

Atlantic, meanwhile, has added the following to its artists roster: Jimmy (Baby Face) Lewis, blues-ballad singer-guitarist, a former Manor artist; the Silverleaf Jubilee Quartet, of Norfolk, and Vince Mondy, the original Major Bowes' one-man band. The quartet and Mondy have not recorded previously. Mondy, who will cut novelty corn material for the pop market, was with the late Major Bowes for 12 years.

London Gets 2 More Masters

NEW YORK, Sept. 3.—London Records, whose purchase of Al Morgan's *Jealous Heart* master from Universal several weeks back has given the British-based label its biggest hit since *Now Is the Hour*, took over two more masters from the Chicago label this week. The tunes involved are *I Never See Maggie Alone* and *Boogie Woogie Yodel*, performed by Nancy Lee and the Hilltoppers, with warbler Kenny Roberts also getting label credit on the Yodel side. A similar voice is featured, but not billed on *Maggie*.

The latter tune, which is currently gathering attention in Robert's Coral waxing, was cut by this group two years ago for the now-defunct Vitacoustic label, but the masters went to Universal when the original company split up.

London is pressing the disks in the United States following a policy inaugurated with its earlier master (See *London Gets Two* on page 41)

ASCAP-TV Pact Near Set, May Go to Members Soon

NEW YORK, Sept. 3.—Indications at press time were that telecasters and the American Society of Composers, Authors and Publishers (ASCAP) were very close to wrapping up the ASCAP-TV negotiations. ASCAP this week granted another one-month extension permitting gratis use of its music. The Society, however, pointed out that "its members have not received any compensation thus far . . . and that further extension of the license on the present basis should not be expected beyond September 30."

The rumor at press time was that early next week ASCAP's board might formally refer the ASCAP-TV deal to its membership for the latter's approval. At press time, however, the per program deal still had not been concluded, according to TV execs. It was believed, however, that the per program pact could be settled rapidly, and that such a development, coupled with ASCAP's restiveness—as indicated by the wording of the statement granting the gratis exten-

sion—could augur a final agreement pending approval of the Society's membership.

The blanket license agreement has been wrapped up for some time in all essentials. It has been undergoing final drafting, indications being that the pact will stand for five years rather than three. This pact in general calls for the radio deal plus 10 per cent. Whether this would be the formula for the per program deal was speculated upon this week.

In the event of a quick settlement of the per program pact, the schedule of events was expected to occur as follows: ASCAP's board would hold a special meeting during the coming week, the complete package (blanket and per program deals) would be referred to the membership and the membership would presumably be given 15 or 20 days in which to approve or disapprove.

According to ASCAP regulations the pact would have to be passed by 80 per cent of the weighted vote of the Society's members.

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THAT'S MY WEAKNESS NOW | LEIGHTON NOBLE
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| VOCALION 55032 | TENNESSEE POLKA
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And His Orchestra |
| VOCALION 55026 | IN MY MERRY OLDSMOBILE
THE SIDEWALKS OF NEW YORK
(East Side, West Side, All
Around The Town) | DICK ROBERTSON
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THE RANCH BOYS

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| VOCALION 55028 | 1. THE CHISHOLM TRAIL
2. THE YELLOW ROSE OF TEXAS
1. COWBOY'S DREAM
2. STRAWBERRY ROAN | THE RANCH BOYS |
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1. COWBOY JACK 2. RED RIVER VALLEY | THE RANCH BOYS |

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WALK | BILL HARRINGTON
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Vocalion 55004 |
| • YOU'RE BREAKING MY HEART
I'LL KEEP THE LOVELIGHT BURNING
(In My Heart) | BILL HARRINGTON
Vocalion 55019 | • MERRY-GO-ROUND WALTZ
BLUE SKIRT WALTZ | ROY ROSS ORCHESTRA
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Vocalion 55007 |
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(That Made You the
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SOMEDAY (You'll Want Me to
Want You) | HARRY BABBITT
with THE VELTONES
Vocalion 55021 | • "A"—YOU'RE ADORABLE
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and the ALLEN SISTERS
HARRY BABBITT and
SUB ALLEN Vocalion 55011 |
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BALI HA'I | BILL HARRINGTON
Vocalion 55000 | • LOVERS' GOLD
IT'S TOO LATE NOW | CHUCK FOSTER ORCHESTRA
Vocalion 55012 |
| • AGAIN
I DON'T SEE ME IN YOUR EYES
ANYMORE | BILL HARRINGTON
Vocalion 55001 | • THERE'S YES! YES! IN YOUR EYES
ROOM FULL OF ROSES | CHUCK FOSTER
ORCHESTRA
Vocalion 55013 |
| • RIDERS IN THE SKY
A Cowboy Legend
CARELESS HANDS | THE SONG SPINNERS
Vocalion 55003 | • THE FOUR WINDS AND THE
SEVEN SEAS
MAYBE IT'S BECAUSE | HARRY BABBITT
Vocalion 55014 |
| • SLIPPING AROUND
I'M THROWING RICE
(At the Girl I Love) | JIMMIE DALE
Vocalion 55022 | • TWENTY FOUR HOURS OF
SUNSHINE
OH, YOU SWEET ONE
(The Schnitzelbank Song) | 4 HITS AND A MISS
Vocalion 55015 |
| • ONE KISS TOO MANY
ECHO OF YOUR FOOTSTEPS | JACK DAY
Vocalion 55016 | • NEED YOU
FIVE FOOT TWO, EYES OF BLUE | ALAN HOLMES ORCHESTRA
Vocalion 55002 |

COUNTRY

- | | | | |
|--|---------------------------------|--|---------------------------------|
| • SLIPPING AROUND
I'M THROWING RICE
(At the Girl I Love) | JIMMIE DALE
Vocalion 55022 | • LOVESICK BLUES
I'M BITIN' MY FINGERNAILS
AND THINKING OF YOU | MERVIN SHINER
Vocalion 55006 |
| • ONE KISS TOO MANY
ECHO OF YOUR FOOTSTEPS | JACK DAY
Vocalion 55016 | • DON'T ROB ANOTHER MAN'S CASTLE
CANDY KISSES | JIMMY SELPH
Vocalion 55008 |
| • WEDDING BELLS
RAINBOW IN MY HEART | MERVIN SHINER
Vocalion 55017 | | |

SEPIA

- | | | | |
|--|---------------------------------------|--------------------------------------|---------------------------------------|
| • AIN'T NOBODY'S BUSINESS
BACK STREET | SAM PRICE
Vocalion 55023 | • THE HUCKLE-BUCK
CLOSE YOUR EYES | ANDY KIRK ORCHESTRA
Vocalion 55009 |
| • DRINKING WINE, SPO-DEE-O-DEE,
DRINKING WINE
LITTLE GIRL, DON'T CRY | ANDY KIRK ORCHESTRA
Vocalion 55010 | | |

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Petrillo Card Edict Explodes Sizzling AFM - AGVA Bomb

(Continued from page 3)

copies of their resignation from AGVA to AFM's national office will be suspended from AFM, said Petrillo.

Agents, indies as well as those from the big offices, were also given warnings. In effect, any AFM member must be booked on an AFM form even if he's a performer with an AGVA card. Any violator, ruled Petrillo, will have his franchise lifted.

AGVA promptly shot back with orders to all its branches to disregard Petrillo's blast and to see to it that all acts working in AGVA jurisdictions use AGVA contracts and be fully paid up. "In the event no settlement is reached and musicians are called out any place where AGVA members are working, instruct all AGVA members to stay on the jobs and perform with or without music."

Problems Arise

The problems arising out of this fight are many and varied. Under AGVA rules any agent operating under its franchise must issue AGVA contracts to AGVA members. In fact an agent must see to it that his acts are members in AGVA.

There are many AGVA people, however, who do minor musical bits, who have been forced to join AFM as well. Under Petrillo's edict, these performers must work under AFM pacts; agents will be held responsible or their AFM franchise will be lifted.

Such acts as Harry Richman, Jerry and Buddy Lester, Martin and Lewis, Betty Reilly and many others who use music for gag bits or for incidental background, are cardholders in both unions. They are considered primarily performers and not musicians. If they give up their AFM cards, Petrillo has indicated he will pull bands where they work. If they give up their AGVA cards, AGVA will put them on their unfair list and forbid other acts to work with them. Agents and managers admit they don't know what to do.

The latest battle, according to Petrillo, is the result of the New York RKO Regent case. House band leader Lee Norman was made to pay \$50 to join AGVA, and Petrillo said in effect that the dough will have to be returned.

AGVA's Version

AGVA's version is that the house had used Charley Banks, an AGVA member, as permanent emcee for two

or three years. It suddenly fired him and put Norman in as emcee, thus throwing one of its members out of work. AGVA couldn't force the theater to rehire Banks but insisted it had the right to see to it that the replacement was an AGVA member. The AFM retaliated by pulling the band.

In private conversations with Petrillo men, AGVA was informed if it would pay back the \$50 to Norman, Petrillo would meet with AGVA heads.

AGVA toppers say they have taken all the threats and made all the appeasement moves they intend to and have no intention of returning the \$50. Furthermore, they pointed out, that if they agreed to such a move, every AGVA member who also holds a card in the AFM could demand his money back.

Petrillo has charged AGVA with being leaderless, having no one there to talk to. He accused AGVA of raiding the AFM, though he didn't mention any specific instances. AGVA countered with copies of a series of letters and communications where it said it had tried unsuccessfully, since August, 1948, to meet with Petrillo to discuss differences.

Appeal to Truman

AGVA's most recent appeal for help was made July 25 directly to President Harry S. Truman. Dewey Barto, AGVA head, wired Truman, "A grave situation affecting unemployment of thousands of performers and musicians can be avoided if you will be so kind as to arrange immediate joint conferences between Petrillo and AGVA and an arbitrator of your choice."

Secretary of Labor Maurice L. Tobin replied to Barto's wire to Truman by requesting additional details and then sent a Labor Department official to New York to talk with Barto. The official promised to set up such a conference. But nothing was done, said Barto.

Peace attempts by AGVA were started back in August, 1948. At that time, Petrillo sent a letter to all AFM branches saying, "It is true an understanding has existed between ourselves and AGVA for quite a while that where a member of AFM sings, dances, tells stories in a floor show, stage, etc., we agreed, he is a potential member of AGVA. As of this day (August 5, 1948) this understanding is dissolved and henceforth you and your members are notified that no member of the AFM, even tho they sing or entertain by means other than their musical ability shall remain members of AGVA except with the permission of the national office."

George Heller, first international vice-president of the Associated Actors and Artistes of America (Four A's) and American Federation of Radio Artists (AFRA) topper, wrote to Petrillo August 20, 1948, asking for a meeting. There was no reply. He followed with a letter August 27, to William Green, American Federation of Labor (AFL) prexy, asking him to arrange a conference with Petrillo. Green suggested he write directly to Petrillo. Several more letters were sent to the AFM topper with no result.

Huddle Appeals

The matter kicked around until February, 1949, when Barto wrote Matthew Wohl, AFL vice-president, asking for his help. Letters were constantly being sent by either 4A's heads or Barto to Wohl or Green pleading for meetings to be set up with Petrillo but nothing came of them. On May 2, Barto got a letter from Wohl telling him he was unable to arrange a meeting but thought he'd be able to do it "the following week."

Meanwhile, the June conventions of both unions intervened. At the AFM convention Petrillo characterized (See Two-Union Bomb on page 43)

Ellington Departs WM; No More Ork Dept.; Requiescat in Pace

NEW YORK, Sept. 3.—The William Morris Agency (WM) this week closed down its band department after an 11-month "curtailment" campaign. The agency granted a release from management to orkster Duke Ellington, whose pact had about six weeks to run. Cress Courtney, head of the ork wing and last of the band salesmen with the agency, left the Morris office yesterday (2) after better than half a dozen years with the agency. Ellington was the last of the important bands on the WM list.

Courtney next week will open up shop in his own personal management business, as was reported in *The Billboard* two weeks ago. He has taken

temporary office space at 545 Fifth Avenue and will ink p.m. pacts with at least three artists, whose names were not disclosed at press time.

Ellington, at press time, remained a free agent following his Morris release. He has been reported as dickering at varying intervals with the General Artists Corporation (GAC) and the Willard Alexander Agency.

The Morris band wing, which had been in business for about a decade, in its curtailment drive unloosed such properties as Charlie Spivak, Claude Thornhill, Count Basie, Hal McIntyre, Buddy Rich, Del Courtney, Jan Garber, Red Ingle, Bobby Byrne and about 20 others.

AFRA To Move Cautiously; Preps Pact Talks With Diskers

(Continued from page 17)

nouncers, \$75 for vocal soloists and narrators, with the group rate graduating according to number of voices per side from \$55 for duets to \$15 per side for 15 or more voices. Union will seek \$10 per rehearsal hour. Rates apply to disks equivalent of four and a half minutes playing time. Union will not ask for royalties on disk sales, but payment on per disk cut.

Two Avenues

Heller proposed two possible avenues into waxdom, but urged delegates to choose the second and less hazardous course of action. They did. According to Heller, the two lines of attack open to AFRA are:

1. That AFRA claim jurisdiction over all recording singers, announcers and vocal thespians and demand that record companies enter into collective bargaining negotiations with the union, establish rate schedules and sign contracts.

2. That AFRA approach record companies to negotiate rates only for those singer-announcer-actor artists who are its members, the contracted rates to remain consistent with existing schedules, with the diskeries recognizing AFRA as the rightful bargaining agent for these artists.

Heller told the convention he personally wished circumstances permitted AFRA taking the first and stronger course of action, but labeled it as "extremely dangerous" and explained in detail the possible hazards. If AFRA were to claim jurisdiction over all vocalists, Heller reasoned, the issue surely would be brought before the National Labor Relations Board (NLRB). Here, Heller feared, "we would run into Petrillo" (James C. Petrillo, prexy of American Federation of Musicians), and AFRA would risk losing its claim over vocalists. NLRB may decide that AFM holds jurisdiction over the record industry's musicians, lumping vocalists in with instrumental musicians, Heller cautioned, and AFRA would thereby have the disk door slammed

BLUE NOTE'S BOPS, 79c

NEW YORK, Sept. 3.—Blue Note's 10-inch bop record will be retailed at 79 cents, beginning September 15, it was announced this week by the diskery's prexy, Alfred Lion. Dealers may buy the disks at 40 per cent off the new price immediately, however, Lion said. The disk had been sold at \$1.05, which price still maintains for Blue Note's non-bop output. Included in the bop line are sides by Thelonious Monk, Tadd Dameron and Howard McGhee. Pianist Bud Powell will be featured on the next Blue Note release.

in its face.

"This is not radio," Heller reminded the assembly. "What power does AFRA have to force our getting contracts?" AFRA's only power is the influence and prestige of its name artists." He then pointed out that the union could possibly force the record companies into inking if AFRA knew that the "names" would follow its orders in the event a recording ban became necessary. Heller told AFRA's singer members he knows he can count on their loyalty and support, but blamed their contractual ties for making such action on their part impractical, if not impossible.

Strengthen Toe-Hold

Second approach to the disk problem, Heller declared, contains none of the above risks and would serve to establish AFRA's bargaining position. Once this has been achieved, AFRA could continue to strengthen its toe-hold in disks by organizing non-AFRA vocal artists, he maintained, and thereby gain recognition of the wax industry. Heller readily agreed that the second course, while not holding the risks of the first, also lacked its teeth. The second plan's contract commits record companies only on those vocal artists who are AFRA members, but there's nothing to stop diskeries from hiring non-union vocalists, he said. But Heller saw a counterpoint: "Suppose they sign and hire non-AFRA members—we can turn around and organize them."

Third Way Out

One delegate suggested a third way out of AFRA's disk dilemma: Why not table disk discussions until conditions are better suited for invading this field? But New York's Delegate Goldstein immediately jumped to his protesting: "As a New York singer delegate, I have been instructed to fight for this (record company negotiations). Singers have been kicked around. We feel strongly about this and would like negotiations to start by November 1, 1949." The convention was then locked in a verbal battle over the time allowed for negotiations to begin. One faction claimed that disk biz is off and this is no time to approach recording firms, while another contended that biz is generally turning upward, and coupled with fall and Christmas orders, the November date would be best.

Proponents of the disk invasion insisted upon inserting a specific time limit, for without it, they claimed, AFRA's national board would be tempted to postpone negotiations. Heller then suggested that the time clause be moved up to January 1, 1950, by which time, he felt, disk biz conditions would warrant approaching the record companies. This won the assembly's approval.

Longhair Artist Trio for TV Pic

HOLLYWOOD, Sept. 3.—Trio performances by pianist Artur Schnabel, violinist Jascha Heifetz and cellist Gregor Piatigorsky, which had created considerable comment when the noted three were recently introduced in concert at Chicago, will now be immortalized on film for video projection. Trio will appear on one of a series of 13 tele films now in preparation by World Artists, Inc. Other artists set for the series include Marian Anderson, Jan Peerce, Patrice Munsel, Isaac Stern, Segovia, Don Cossack Choir and dance team of Morkova and Dolin.

First reel starts rolling September 19 featuring Artur Rubenstein in two solo subjects. Each subject will have a 27-minute running time and be shot in 35 film for reduction to 16mm. gauge. No distribution channel has as yet been lined up by World Artists. However, according to Rudy Polk, WA's prexy, the longhair series will be made available for theatrical and non-theatrical film use, as well as video. Bernard Lubin is associated with the firm as veepee. Series will be its initial venture in this field.

FRANK SINATRA'S BIGGEST HIT!

MIAMI JUST RECEIVED FRANK SINATRA'S LET HER GO AND WEDDING OF LILLI MARLENE LOOKS LIKE A HAPPY WEDDING
 ART GREEN WMIE.. NEW YORK NY BEST MALE VOCAL OF THE WEEK= MARTIN BLOCK WNEW.. PORTLAND O SINATRA'S
 RECORDING OF LET HER GO AND LILLI VERY FINE= BILL SAWYER KWJJ...KANSAS CITY MO IT'S THE SINATRA OF OLD WITH
 PLENTY OF NEW APPEAL HAS EVERYTHING= BOB KENNEDY WHD.....PITTS PA SINATRA REALLY LET HER GO ON THIS TUNE
 STOP I SAY ONE OF HIS BEST= AL NOBLE KQV...

NEWARK NJ HAVE A SNEAKING SUSPICION THAT
 MY LISTENERS ARE GOING TO LET GO WITH LOTS
 OF REQUESTS AFTER HEARING FRANK'S LET HER
 GO= PAUL BRENNER WAATSPRGFLD MASS
 SINATRA'S LILLI MARLENE WILL BRING WARTIME
 SWEETHEARTS BACK BETTER THAN EVER IT'S WOND.
 ERFUL= PAUL MONSON WMAS

SEATTLE WASH SINATRA HITS HIS
 STRIDE AS HIS NEW COLUMBIA DISC
 WEDDING OF LILLI AND LET HER GO
 GET OFF= BILL GRIFFITH KOL.....
 SANFRANCISCO CAL LILLI MARLENE
 SEEMS CERTAIN TO DUPLICATE HER.
 ENGLISH SUCCESS AND BECOME NO
 ONE HERE = BOB GOERNER KCBS.....
 ..LET HER GO AND LET HER GO AND

Let Her Go, Let Her Go, Let Her Go

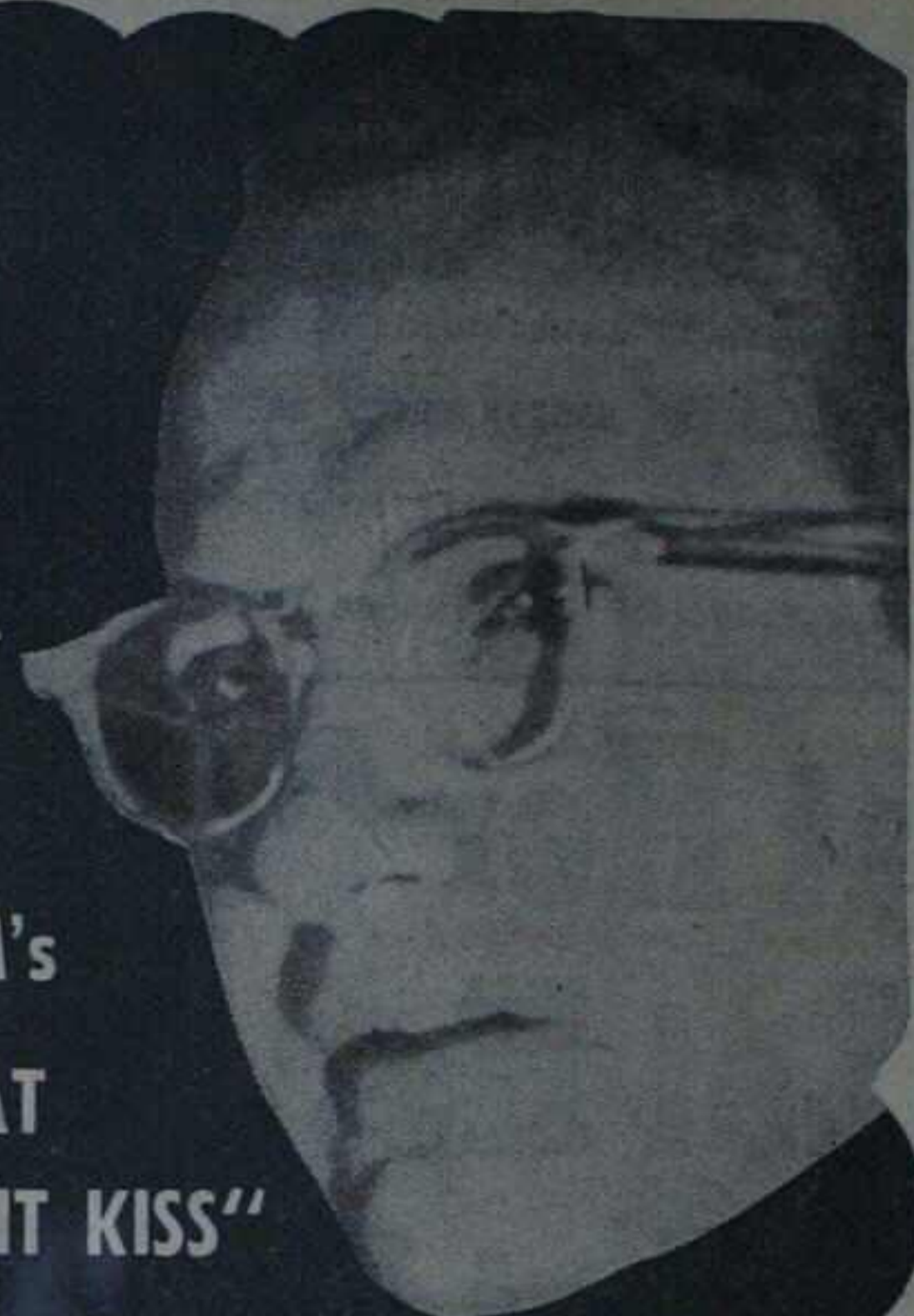


The Wedding Of Lilli Marlene

BOSTON MASS SINATRA'S NEW SIDES TERRIFIC
 LILLI LOOKS LIKE THE COUNTRY'S NEWEST SWEET
 HEART= ART P TACKER WTAO.... MEMPHIS TENN
 ANYTHING BY SINATRA IS ALWAYS GOOD AND THIS
 IS ONE OF HIS FINEST= BILL GODON AND BILL
 GRUMBLES WHBQ... LOUISVILLE KY SINATRA'S LET
 HER GO TOPS FROM LOUISVILLE I AM LETTING IT
 GO OFTEN= ROBIN BRIGHT WKLO== CLEVELAND
 SINATRA AT HIS VERY BEST= WALTER KAY WJW
SANFRANCISCO WONDERFUL REACTION HERE
 TO FRANK'S LET HER GO AND LILLI = LES
 MALLOY KYA.. SALT LAKE CITY BANK ON FRANK
 I'LL ENDORSE THIS DISQUE IT'S GREAT =
 JAZZBO KALL... MANCHEST NHAMP SINATRA
 LATEST LET HER GO COUPLED WITH LILLI
 GREAT = DON TIBBETTS WKBR.... PITT PA

LET HER GO
 SINATRA IS STILL THE GREATEST I SEE TOP SUCCESSFOR HIS GAL LILLI= BETTELOU PURVIS WPGH... RICHMOND VA
 SINATRA DISC LET HER GO AND LILLI DEFINITELY HAVE HIM ON TOP HARVEY HUDSON WLEE..NEW YORK NY FRANK'S LET HER
 GO VERY WELL DONE I THINK IT IS UNDOUBTEDLY DUE FOR TREMENDOUS PLAYS= JACK LACEY WINS..... WASH DC LET HER
 GO AND LILLI MARLENE SINATRA IS AT HIS BEST= JERRY STRONG WINX . PATERSON SENSATIONAL= BARRY KAYE WPAT...


COLUMBIA RECORD NO. 38555



The
Big Hit
from
M-G-M's
"THAT
MIDNIGHT KISS"

Recorded on Capitol by
Paul Weston
with the JUD CONLON SINGERS

**I KNOW,
I KNOW,
I KNOW**



Capitol RECORD
#57-725
REG. U.S. PAT. OFF.

The **Billboard** MUSIC POPULARITY CHARTS
PART I
The Nation's Top Tunes

Based on reports received last three days of Week Ending September 2

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF HITS	
(Trade Mark Reg.)	
This Week	Last Week
<p>1. ROOM FULL OF ROSES By Tim Spencer Published by Hill & Range Songs (BMI)</p> <p>Records available: P. Brito, Harmony 1051; Cass County Boys, Dec 46174; C. Foster, Vocalion 55013; D. Haymes, Dec 24632; E. Howard, Mer 5296; S. Kaye-D. Cornell, V 20-3441; G. Morgan, Col (78) 20594, (LP) 2-272; P. Reed, Dancetone 355; S. Sims, Coral 60067; The Starlighters-P. Weston Ork, Cap 57-617; Sons of the Pioneers, V 21-0065; P. Terry-R. Arthur Quartet, Hi-Tone 145; J. Searle Ork, Bluebird 31-0012; J. Wayne, Col (78) 38525, (LP) 1-278.</p> <p>Electrical transcription libraries: George Wright, NBC Thesaurus; Jan Garber, Capitol; Eddy Howard, World; Eddie Skrivansk, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Foy Willing, Lang-Worth; George Wright, NBC Thesaurus; Daye Terry, Musak.</p>	2
<p>2. SOME ENCHANTED EVENING By Rodgers and Hammerstein Published by Williamson (ASCAP) From the Broadway musical, "South Pacific"</p> <p>Records available: S. Black Ork, London 455; B. Brees-The Paulette Sisters, Capri 2001; P. Como-M. Ayres Ork, V (78) 20-3402, (45) 47-2896, S. Crosby-J. S. Trotter Ork, Dec 24609; J. Davis, Harmony 1048; B. Harrington, Vocalion 55000; A. Jolson-V. Young Ork, Dec 24657; J. Laurens-J. Carroll Ork, Mer 5276; J. Saunders-R. Bloch Ork, Hi-Tone 122; P. Sinatra, Col 38448; J. Stafford-P. Weston Ork, Cap 57-544; P. Weston Ork, Cap 57-629; H. Winterhalter Ork, MGM 10399; E. Young, Bluebird 31-0009; Eddie and Rack, Dec 24707.</p> <p>Electrical transcription libraries: Jimmy Dorsey Ork, Standard; Shep Fields, Lang-Worth; Dick Haymes-Carmen Dragon Ork, World; Elliot Lawrence, Associated; David LeWinter Ork, Standard; The Music of Manhattan, NBC Thesaurus.</p>	1
<p>3. YOU'RE BREAKING MY HEART By Genaro and Skylar Published by Algonquin (BMI)</p> <p>Records available: P. Brito, Harmony 1051; R. Case Ork, MGM 10478; B. Clark, Col (78) 38546, (LP) 1-296; V. Damone-G. Osser Ork, Mer 5271; Ink Spots, Dec 24693; J. Garber, Cap 57-719; B. Harrington, Vocalion 55019; P. Reed, Dance-Tone 351; T. Manners, Varsity 160; R. Flanagan Ork, Bluebird 30-0001.</p> <p>Electrical transcription libraries: Bob Eberle, World; Chuck Foster, Lang-Worth; Johnny Guarneri, NBC Thesaurus; Eddie Skrivansk, MacGregor; Frankie Masters, Lang-Worth.</p>	3
<p>4. SOMEDAY (YOU'LL WANT ME TO WANT YOU) By Jimmy Hodges Published by Duchess (BMI)</p> <p>Records available: P. Best-Four Tunes, Manor 1185; R. Bloch Ork, Hi-Tone 134; Mills Brothers, Dec 24624; V. Monroe Ork, V (78) 20-2510, (45) 47-2986; A. Smith, MGM 10496; T. Tucker, Harmony 1058; Philadelphia String Band, Tempo TR 658; P. Reed, Dance-Tone 375; The Ravens, National 9089; Elton Britt, V 20-1864.</p> <p>Electrical transcription libraries: Nat Brandwynne Ork, World; Chuck Foster, Lang-Worth.</p>	4
<p>5. MAYBE IT'S BECAUSE By Harry Ruby and Johnny Scott Published by Bregman-Vocco-Conn (ASCAP)</p> <p>Records available: H. Babbitt-The Vellones, Vocalion 55014; Bob Crosby-M. Morgan, Col 38504; D. Haymes-G. Jenkins Ork, Dec 24650; E. Howard Ork, Mer 5314; A. & D. Russell-B. Cole Ork, Cap 57-559; C. Thornhill Ork-R. McIntyre, V 20-3456; Connie Haines-The Highlites, Coral 60970; P. Reed, Dance-Tone 353.</p> <p>Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard Ork, World.</p>	6
<p>6. AGAIN By Newman and Cochran Published by Robbins (ASCAP)</p> <p>Records available: J. Clay Ork, Hi-Tone 109; V. Damone-G. Osser Ork, Mercury 5261; D. Day-The Mellomen, Col 38467; T. Dorsey Ork-M. Lutes, V 20-3427; D. Gardner, Gotham G-181; J. Graydon-G. Jenkins Ork, Dec 24602; B. Harrington, Vocalion 5501X; A. Mooney Ork, MGM 10398; P. Reed, Dance-Tone 330; L. Rucker-C. McLin Combo, Aristocrat 11001; M. Scott-The Paulette Sisters, Spottis 516; M. Torme, Cap 15428.</p> <p>Electrical transcription libraries: Rene Durant-Linda Stevens, Standard; Geri Galtan, World; Manhattan Madcaps, NBC Thesaurus.</p>	5
<p>7. THAT LUCKY OLD SUN By Smith-Billespie Published by Robbins Music Corp. (ASCAP)</p> <p>Records available: P. Laine, Mer 5316; T. Manera, Varsity 191; D. Martin, Cap 57-726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 524; V. Monroe Ork, V (78) 20-3531, (45) 47-3018; S. Vaughan, Col 38558.</p> <p>(No information on electrical transcription libraries available as The Billboard goes to press.)</p>	
<p>8. JEALOUS HEART By Jennie Lou Carson Published by Acuff-Ross Publications (BMI)</p> <p>Records available: C. Bailey, Bullet 1083; J. L. Carson, Dec 46176; E. Duchin, Harmony 1060; D. Falligan, MGM 10521; D. Kidwell & His Red River Valley Boys, Mer 6188; B. Lawrence, V (78) 20-3839, (45) 47-3029; A. Morgan Ork, London 580; J. Owens, Dec 24111.</p> <p>(No information on electrical transcription libraries available as The Billboard goes to press.)</p>	
<p>9. HUCKLEBUCK By Roy Alfred and Andy Gibson Published by United (ASCAP)</p> <p>Records available: Big Sis Andrews, Cap 57-70006; P. Bailey-Hot Liza Page, Harmony 1049; C. Callaway & His Cab Jivers, Hi-Tone 135; T. Dorsey Ork, V 20-3427; B. Goodman, Cap 57-575; L. Hampton Ork, Dec 24652; A. Kirk, Vocalion 55009; B. Marshall-Cozy Cole Ork, Dec 48989; R. Milton & His Bold Senders, Specialty EP 328; The Pig Footers, Mer 8130; P. Sinatra, Col (78) 38488, (LP) 1-222; P. Williams, Savoy 683.</p> <p>(No information on electrical transcription libraries available as The Billboard goes to press.)</p>	10
<p>10. JUST ONE WAY TO SAY I LOVE YOU By Irving Berlin Published by Irving Berlin (ASCAP) From the Broadway musical, "Miss Liberty"</p> <p>Records available: J. Bradford, Bluebird 31-0010; B. Eckstine, MGM 10472; B. Harrington, Vocalion 55018; A. Jolson, Dec 24666; P. Como-M. Ayres Ork, V (78) 20-3469, (45) 47-2511; P. Page, Mer 5310; P. Reed, Dance-Tone 283; P. Sinatra, Col (78) 38531, (33) 1-260; J. Stafford-P. Weston Ork-The Starlighters, Cap 57-665; J. Wayne-J. Wilson, Harmony 1047.</p> <p>(No information on electrical transcription libraries available as The Billboard goes to press.)</p>	

Every One A 45 RPM Winner! Load up!

(They're all on 78 rpm too, of course)



Another just-out Como smash!

Perry Como

A DREAMER'S HOLIDAY and
THE MEADOWS OF HEAVEN

RCA Victor 20-3543 (47-3036*)



On the heels of his "Huckle-Buck"!

Tommy Dorsey

THE KNOCK SONG
and TWILIGHT

RCA Victor 20-3544 (47-3037*)



It sets their toes a-tappin'!

Lawrence Duckow

I LOVE AN OLD FASHIONED
POLKA

and VAGABOND WALTZ

RCA Victor 25-1132 (51-0017*)



The No. 1 country hit!

Eddy Arnold

I'M THROWING RICE
(AT THE GIRL THAT I LOVE)

and Show Me The Way Back To Your Heart

RCA Victor 21-0083 (48-0080*)



The Four Tunes

Sleeper comes up with a rush!

CARELESS LOVE

RCA Victor 22-0024 (50-0008*)

THIS WEEK'S RELEASE!

(Both 78 rpm and 45 rpm. Numbers marked * are 45 rpm.)

POPULAR

Jealous Heart
If You Ever Fall In Love Again

BILL LAWRENCE
20-3539 (47-3029*)

My Own, My Only, My All
Love Is Such A Cheat

FREDDY MARTIN
20-3540 (47-3030*)

My Hot Tamale Went Chilly
On Me

ZIGGY TALENT WITH
VAUGHN MONROE'S ORCHESTRA
20-3541 (47-3031*)

Geel It's Tough
To Be A Skunk

She's A Wine-O
Slider

COUNT BASIE
20-3542 (47-3032*)

Katrina
Ichabod

TEX BENEKE
20-3527 (47-3014*)

The Merrily Song
The Headless Horseman

TEX BENEKE
20-3528 (47-3015*)

Hollywood Square Dance
Belmont Boogie

SAMMY KAYE
20-3475 (47-2936*)

POP-SPECIALTY

Alpine Polka
Boy And Girl Polka

ERNIE BENEDICT
25-1135 (51-0023*)

COUNTRY

I Wish I Knew
I Would Send You Roses

DOLPH HEWITT
21-0104 (48-0107*)

Nothin' Won't Cure The
Blues

JOHNNY TYLER
21-0105 (48-0108*)

I Got Mine

Just When I Needed You
Buried Alive

JOHNNIE AND JACK
21-0106 (48-0109*)

BLUES

Put Your Money Where Your
Mouth Is
It's A Brand New Boogie

TAMPA RED
22-0043 (50-0027*)

DEALERS! Are you ringing up those extra profits with
RCA Victor's new Multi-Play Needle? Counter displays,
Co-op mats, and national advertising add up to easy
sales.

The stars who
make the hits are on

Selected by Cleveland Coin Ops
as the hit tune for September!

JOHNNY VADNAL
and his Orchestra

PRAIRIE POLKA

RCA Victor 25-1133

THE CERTAIN SEVEN
(Best-sellers that no dealer can afford to be without)

20-3510=47-2988* Someday Vaughn Monroe
20-3516=47-2992* Dance of the Hours Spike Jones
20-3521=47-2997* Give Me Your Hand Perry Como
20-3402=47-2896* Some Enchanted Evening Perry Como
20-3441=47-2908* Room Full of Roses Sammy Kaye
21-0083=48-0080* I'm Throwing Rice at the Girl I Love Eddy Arnold
11-8851=47-0176* Clair de Lune Jose Iturbi

* Also Available on 45 RPM

RCA Victor Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



Sarah Vaughan



The Singer of the Year
Sings
The Song of the Year
on Columbia Records

**'THAT
LUCKY
OLD SUN'**

and
"Make Believe"
COLUMBIA #38559

Columbia Records

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending September 2

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically, according to greatest sales. The "B" side of each record is listed in italics.

POSITION		Weeks		Last		This		Week		Week	
13	1	1.	YOU'RE BREAKING MY HEART	V. Damone-G. Osser	Ork.	Mercury	5271	—	BMI		
			<i>The Four Winds and the Seven Seas</i>								
19	2	2.	SOME ENCHANTED EVENING	P. Come-M. Ayres	Ork.	V(78)20-3402;	(45)47-2896	—	ASCAP		
			<i>Ball Ha!</i>								
6	4	3.	SOMEDAY	V. Monroe	Ork.	V(78)20-2510;	(45)47-2986	—	BMI		
			<i>And It Still Goes</i>								
13	3	4.	ROOM FULL OF ROSES	S. Kaye-D. Cornell-The Kaydets		V 20-3441	—	BMI			
			<i>It's Summertime Again</i>								
2	19	5.	THAT LUCKY OLD SUN	F. Laine		Mercury	5316	—	ASCAP		
			<i>I Get Sentimental Over Nothing</i>								
7	7	6.	JEALOUS HEART	A. Morgan	Ork.	London	500	—	BMI		
			<i>Turnabout</i>								
8	8	7.	MAYBE IT'S BECAUSE	G. Jenkins Ork-D. Haymes		D 24650	—	ASCAP			
			<i>It Happens Every Spring</i>								
16	8	8.	HUCKLEBUCK	T. Dorsey Ork-S. Shavers		V 20-3427	—	ASCAP			
			<i>Again</i>								
2	19	9.	YOU'RE BREAKING MY HEART	Ink Spots		D 24693	—	BMI			
			<i>Who Do You Know in Heaven?</i>								
2	16	10.	MY BOLERO	V. Damone		Mercury	5315	—	ASCAP		
			<i>Through a Long and Sleepless Night</i>								
			(R. Goff, London 491)								
18	9	11.	BABY, IT'S COLD OUTSIDE	D. Shoro-B. Clark		Col	38463	—	ASCAP		
			<i>My One and Only Highland Fling</i>								
			(P. Halley-Hot Lips Page, Harmony 1040; E. Fitzgerald-L. Jordan, Dec 24644; Lady Sybil Smythe-Bill Jacoby, Castle 1423; C. Calloway & His Cab Jivers, Hi-Tone 135; H. Babbitt & The Allen Sisters, Vocalion 95001; Homer & Jethro-J. Carter, V 21-0078 & 48-0075; L. & F. Loesser, Mer 5307; E. Williams-R. Montalban-MGM Studio Ork-G. Stoll, Dir., MGM 30197; D. Cornell-S. Kaye Ork, V 20-3448; M. Whiting & J. Mercer-P. Weston Ork, Cap 57-567)								
4	18	12.	SOMEDAY	Mills Brothers		D 24694	—	BMI			
			<i>On a Chinese Honeymoon</i>								
16	13	13.	SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter	Ork.	D 24609	—	ASCAP			
			<i>Ball Ha!</i>								
6	11	13.	ROOM FULL OF ROSES	E. Howard		Mercury	5296	—	BMI		
			<i>There's Yes! Yes! in Your Eyes</i>								
2	21	13.	DANCE OF THE HOURS	S. Jones	Ork.	V(78)20-3518;	(45)47-2982	—	BMI		
			<i>None But the Lonely Heart</i>								
1	—	16.	SOME ENCHANTED EVENING	E. Pinza		Col	4559	—	ASCAP		
			<i>Dites Moi; a Cock-Eyed Optimist</i>								
21	6	17.	RIDERS IN THE SKY	V. Monroe	Ork.	V(78)20-3411;	(45)47-2902	—	ASCAP		
			<i>Single Saddle</i>								
			(P. Willing & His Riders of the Purple Sage, Cap 57-40164; P. Lee, Cap 57-608; Wingy Manone & His Go Group, Kem 3700; The Song Spinners, Vocalion 55003; B. Crosby-K. Darby Singers, Dec 24618; E. McCurdy, Monogram 134; D. Falligant-H. Winterhalter Ork, MGM 10404; S. Jones & His Death Valley Rangers, Mer 5320; J. Saunders & R. Bloch's Singers, Hi-Tone 122; Sons of the Pioneers, V 21-0065; B. Ives, Col 38445)								
1	—	17.	I NEVER SEE MAGGIE ALONE	K. Roberts		Coral	64012				
			<i>Wedding Bells</i>								
			(E. Lee & His Southerners, V 20-0013; B. Hannon-J. Ryan, Dec 24793)								
12	10	19.	HUCKLEBUCK	F. Sinatra		Col(78)38486;	(LP)1-222	—	ASCAP		
			<i>It Happens Every Spring</i>								
18	11	20.	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston	Ork	Col(78)57-567;	(45)54-552	—	ASCAP		
			<i>I Never Heard You Say</i>								
4	23	20.	WHISPERING HOPE	J. Stafford and G. MacRae-P. Weston	Ork.	Cap 57-890		—	ASCAP		
			<i>A Thought in My Heart</i>								
			(J. Taylor-The Radio Ranch Hands, Mer 6166)								
21	15	22.	AGAIN	G. Jenkins Ork-J. Graydon		D 24802	—	ASCAP			
			<i>Ship to My Lou</i>								
9	14	23.	ROOM FULL OF ROSES	D. Haymes		D 24632	—	BMI			
			<i>A Chapter in My Life Called Mary</i>								
2	21	24.	MAYBE IT'S BECAUSE	E. Howard	Ork.	Mercury	5314	—	ASCAP		
			<i>Tell Me Why</i>								
6	17	25.	LET'S TAKE AN OLD-FASHIONED WALK	P. Come		V(78)20-3469;	(45)47-2931	—	ASCAP		
			<i>Just One Way To Say I Love You</i>								
			(B. Harrington, Vocalion 55018; M. Whiting-P. DeVol Ork, Cap 57-666; J. Wayne-J. Wilson, Harmony 1047; F. Masters Ork, MGM 10485; P. Reed, Dance-Tone 363; F. Sinatra-D. Day, Col 78)38513, (LP)1-260; D. Haymes-G. Jenkins Ork, Dec 24666; The Pepperettes-H. Parr, Horace Heldt M1012; J. Bradford, Bluebird 31-0010)								
2	25	25.	SOMEHOW	B. Eckstine		MGM	10383	—	BMI		
			<i>What's My Name?</i>								
			(E. Duchin Ork, Harmony 1062; Pied Pipers-S. Martin, V(78)20-3515, (45)47-2991)								

(Continued on page 36)

WARNING!

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VAUGHAN MONROE

RCA Victor
20-3531 78 rpm
47-3018 45 rpm

Recorded

**'THAT
LUCKY
OLD SUN'**

**'MAKE
BELIEVE'**
(You Are Glad
When You're Sorry)

NEED WE SAY MORE!

The stars who make
the hits are on ...

RCA VICTOR RECORDS

RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



TO ALL DISK DISTRIBUTORS:

announcing the first
Vinyl Unbreakable

10-in. 39¢* RECORD

OFFERED TO THE TRADE
WITH FULL DISCOUNTS!

*(tax included)

Maybe you've been the forgotten man in the 39¢ vinyl disk field... but not any more!

Now—at long last—a 39¢ (tax included) line of top-quality 10-in. disks is being readied for you at regular distributors' discounts!

Lincoln has done it! Lincoln—producers of TEDDY BEAR and BOBOLINK children's records—makes its debut in the ten-inch market with this precedent-smashing price policy! And the records themselves are equally sensational! Full tonal range, unbreakable vinyl... with recordings under the co-direction of Robert Lawrence (*Met. Opera Quiz of the Air*) and noted orchestra leader, Enoch Light!

Taking orders now for October delivery.

write... wire... phone

LINCOLN

records, inc.

8 West 40th St., New York, N.Y.

Longacre 3-4281

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending September 2

BEST-SELLING CHILDREN'S RECORDS

Records listed are those children's records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Record
65	1	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters...Cap(78)DAS-80; (45)CASE-3001
32	7	2	2	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, director...Cap(78)BD-124; Cap(78)DD-109; (45)CDF-3000
2	9	3	3	BUGS BUNNY IN STORYLAND (Two Records) Mel Blanc-A. Livingston...Cap DBX-3021
65	2	4	4	BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance "Pinto" Colvig...Cap BBX-34; DBX-114
6	13	5	5	DUMBO (Three Records) Shirley Temple...V Y-382
65	3	6	6	BUGS BUNNY (Three Records) Mel Blanc...Cap(78)CC-64; (45)CCF-3004
10	10	7	7	BOZO'S JUNGLE JINGLES (One Record) P. Colvig-B. May Ork...Cap DAS-3011
2	8	7	7	BOZO LAUGHS (One Record) P. Colvig...Cap DAS-3040
8	6	9	9	THREE LITTLE PIGS (Two Records) W. Disney-Don Wilson...Cap DBX-3013
41	4	10	10	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians...D CUS-7
50	5	11	11	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Alan Livingston...Cap DBX-99
54	11	12	12	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May...Cap DBX-93
43	—	13	13	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast-A. Livingston...Cap CC-40
49	13	14	14	BOZO SINGS (Two Records) Alan Livingston-Vance "Pinto" Colvig...Cap(78)DBS-84; (45)CBSF-3002
53	15	14	14	NURSERY RHYMES (Two Records) Frank Luther...D CS-5

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Record
201	1	1	1	Clair de Lune Jose Iturbi...V(78)11-8851; (45)49-0176
191	2	2	2	Chopin's Polonaise Jose Iturbi...V(78)11-8848; (45)49-0134
142	3	3	3	Warsaw Concerto Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist...V(78)11-8863; (45)49-0252
146	4	4	4	Jalousie Boston Pops Ork; Arthur Fiedler, conductor...V 12160
15	—	5	5	Bachianas Brasileiras B. Sayao...Col 71780-D
8	5	5	5	Faure: Pavane Liverpool Symphony Ork; Sir Malcolm Sargent, director...Col 72707-D

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Record
17	4	1	1	Rimsky-Korsakov: Scheherazade (Five Records) San Francisco Symphony Ork; Pierre Monteaux, conductor...V DM-920
16	1	2	2	Salome (Two Records) L. Weltsch, Metropolitan Opera Ork; F. Reiner, director...Col (78)MX316; (LP)ML2048
11	2	3	3	Facade (Four Records) E. Sitwell, reader, Chambers Ork; F. Prausnitz, director...Col (78)MM829; (LP)ML2047
5	3	4	4	Ravel: Daphnis and Chloe Suite 1 and 2 (Three Records) Paris Conservatory Ork; C. Muench, conductor...English Decca EDA 29
10	—	4	4	Bethoven: Fifth Symphony (Four Records) NBC Symphony Ork; A. Toscanini, director...V DM-640

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among dealers in all sections of the country. Albums are listed numerically according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Record
17	1	1	1	SOUTH PACIFIC (Seven Records) Mary Martin-Ezio Pinza...Col(78)MM-850; (LP)ML-4180
2	4	2	2	MISS LIBERTY (Six Records) M. McCarty-E. Albert-A. McLerie...Col(78)MM-860; (LP)ML-4220
29	2	3	3	KISS ME, KATE (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond...Col(78)C-200; (LP)ML-4140
16	5	4	4	DICK CONTINO (Four Records) Dick Contino, Accordion...Magnolia MA-501
4	3	5	5	SILVER LINING ALBUM (Four Records) V. Monroe and Ork...V(78)P-246; (45)WP-246
6	6	6	6	SONGS WITHOUT WORDS (Three Records) P. Weston Ork...Cap DCN-170
8	7	7	7	OKLAHOMA (Six Records) J. Roberts-A. Drake-H. DeSilva-C. Helm-L. Dixon, With Oklahoma Ork and Chorus, J. Blackton, director...D 359
2	—	8	8	INK SPOTS (VOL. I) (Four Records) Ink Spots...D A-477
1	—	9	9	SOUTH PACIFIC (Four Records) Al Goodman Ork...Bluebird BN-3
14	9	10	10	SQUARE DANCES (Four Records) C. Stone and His Square Dance Band...Cap BD-44
1	—	10	10	JOLSON SINGS AGAIN (Four Records) A. Jolson...D 716

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Based on reports received last three days of Week Ending September 2

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

POSITION	Weeks to date	Last Week	This Week	Title	Artist	Label
16	1	1	1	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork.	V(78)20-3402; (45)47-2896—ASCAP
9	3	1	1	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork.	Mercury 5271—BMI
11	2	3	3	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kay-dets.	V 20-3441—BMI
10	5	4	4	ROOM FULL OF ROSES	E. Howard	Mercury 5296—BMI
4	4	5	5	SOMEDAY	V. Monroe Ork.	V(78)20-2510; (45)47-2986—BMI
14	6	6	6	SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter Ork.	D 24609—ASCAP
3	21	7	7	YOU'RE BREAKING MY HEART	Ink Spots	D 24693—BMI
9	7	8	8	ROOM FULL OF ROSES	D. Haymes	D 24832—BMI
20	8	9	9	AGAIN	G. Jenkins Ork-Joe Graydon	D 24602—ASCAP
3	11	10	10	SOMEDAY	Mills Brothers	D 24694—BMI
11	10	11	11	HUCKLEBUCK	T. Dorsey-S. Shavers	V 20-3427—ASCAP
3	18	12	12	MAYBE IT'S BECAUSE	E. Howard and Ork.	Mercury 5314—ASCAP
1	—	13	13	THAT LUCKY OLD SUN	F. Laine	Mercury 5316—ASCAP
4	13	14	14	MAYBE IT'S BECAUSE	G. Jenkins Ork-D. Haymes	D 24650—ASCAP
1	—	15	15	JEALOUS HEART	A. Morgan Ork.	London 500—BMI
12	26	16	16	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston Ork Cap	(78)57-567; (45)54-582—ASCAP

(P. Bailey-Hot Lips Page, Harmony 1049; E. Fitzgerald-L. Jordan, Dec 24644; Lady Sybil Smythe-Bill Jacoby, Castle 1423; C. Calloway & His Cab Jivers, Hi-Tone 135; H. Babbitt & The Allen Sisters, Vocalion 55011; Homer & Jethro-J. Carter, V 21-0078 & 48-0075; L. & P. Loesser, Mer 5307; E. Williams-R. Montalban-MGM Studio Ork-G. Stoll, Dir., MGM 30198; D. Cornell-S. Kaye Ork, V 20-3448; D. Shore-B. Clark, Col 38643)

20	9	17	17	RIDERS IN THE SKY	V. Monroe Ork.	V(78)20-3411; (45)47-2902—ASCAP
14	26	17	17	AGAIN	T. Dorsey Ork-M. Lutes	V 20-3427—ASCAP
2	—	19	19	I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold	V(78)21-0083; (45)48-0080—BMI
2	17	20	20	THAT'S MY WEAKNESS NOW	R. Morgan and Ork.	D 24692
2	—	20	20	YOU TOLD A LIE	M. Hughes	Col 38500—ASCAP
15	—	22	22	I DON'T SEE ME IN YOUR EYES ANYMORE	P. Como-M. Ayres Ork.	V 20-3347—ASCAP
14	14	23	23	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark	Col 38483—ASCAP
4	—	23	23	FOUR WINDS AND THE SEVEN SEAS	G. Lombardo Ork.	D 24648—ASCAP

(F. Willing & His Riders of the Purple Sage, Cap 57-40184; P. Lee, Cap 57-808; Wingy Manone & His Go Group, Kem 2700; The Song Spinners, Vocalion 55003; B. Crosby-K. Darby Singers, Dec 24618; E. McCurdy, Monogram 134; D. Falligant-H. Winterhalter Ork, MGM 10404; S. Jones & His Death Valley Rangers, Mer 5320; J. Saunders & R. Bloch's Singers, Hi-Tone 122; Sons of the Pioneers, V 21-0065; B. Ives, Col 38445)

8	20	25	25	BALI HA'I	P. Como-M. Ayres Ork.	V 20-3402—ASCAP
2	30	25	25	YOU'RE SO UNDERSTANDING	E. Knight-Four Hits and a Miss	D 24636—BMI
13	21	27	27	SOME ENCHANTED EVENING	J. Stafford-P. Weston Ork.	Cap 57-544—ASCAP
10	24	28	28	AGAIN	D. Day-The Mellomen	Col 38467—ASCAP
23	—	28	28	AGAIN	A. Mooney Ork.	MGM 10398—ASCAP
1	—	28	28	SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224—BMI

(S. Black Ork, London 455; B. Brees-N. Hervey Ork, Capri 2000; P. Lee-D. Barbour Ork, Cap 57-543; B. Crosby-J. S. Trotter Ork, Dec 24609; B. Harrington, Vocalion 55000; J. Long Ork, Hi-Tone 122; P. Weston Ork, Cap 57-629; Eddie & Rack, Dec 24707A; A. Vincent-M. Miller Ork, Mer 5273; P. Sinatra, Col 38448; H. Winterhalter Ork, MGM 10399)

WARNING!

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Three in the MONEY!

GORDON MacRAE



"I WANT YOU TO WANT ME (TO WANT YOU)"

Backed by "WONDERFUL ONE"

Capitol No. 57-723 78 rpm

"THE WEDDING OF LILLI MARLENE" and "TWENTY-FOUR HOURS OF SUNSHINE" (... with THE STARLIGHTERS)

Capitol No. 57-711 78 rpm

"WHISPERING HOPE" and "A THOUGHT IN MY HEART" (with JO STAFFORD)

Capitol No. 57-690 78 rpm

OTHER RECENT MacRAE HITS!

- ★ "A Kiss in the Dark" and "Body and Soul" ... Capitol No. 57-704 78 rpm
- ★ "Now! Now! Now! (Is the Time)" and "Two little New little Blue little Eyes" ... Capitol No. 57-679 78 rpm
- ★ "Ting-a-Ling (The Waltz of the Bells)" and "Lover's Gold" ... Capitol No. 57-628 78 rpm
- ★ "My One and Only Highland Fling" and "Thank You" ... with JO STAFFORD ... Capitol No. 57-566 78 rpm

Phone or Wire Your Distributor TODAY!



FIRST WITH THE HITS FROM HOLLYWOOD



NICKELS ARE CRYING TO GET INTO THE JUKE BOXES ON THESE OUTSTANDING RELEASES . . .



HANK WILLIAMS' LOVESICK BLUES



Little JIMMY DICKENS'



SKEETS YANEY'S

Greatest release
YOU'RE GONNA CHANGE (or I'm Gonna Leave)

(Written by Hank Williams—BMI)

coupled with
LOST HIGHWAY

(Written by Leon Payne—BMI)

on
MGM 10506

Greatest release
I'LL BE BACK A-SUNDAY

(Written by J. Graydon Hall & Jimmie Dickens—BMI)

coupled with

MY HEART'S BOUQUET

(Written by J. Graydon Hall & Jimmie Dickens—BMI)

on
COLUMBIA 20598

Greatest release
ALONE AGAIN

(Written by Fred Rose—ASCAP)

coupled with

I'M SEALING THIS LETTER WITH TEARS

(Written by Gene Autry & Fred Rose—ASCAP)

on
COLUMBIA 20602



MADDOX BROS. and ROSE

Greatest release
AT THE FIRST FALL OF SNOW
(Written by Lorene Rose—ASCAP) coupled with
ON THE BANKS OF THE OLD PONTCHARTRAIN
(Written by Ramona Vincent & Hank Williams—BMI)
on **FOUR STAR 1328**

NOTE: Order from your record distributor

Acuff-Rose PUBLICATIONS
WE DO NOT SELL RECORDS
SHEET MUSIC AVAILABLE
2510 FRANKLIN ROAD
NASHVILLE 4, TENNESSEE

The Billboard
MUSIC POPULARITY CHARTS
Folk (Country & Western) Record Section
PART VI

Based on reports received last three days of Week Ending September 2

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

Records listed are country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase country and Western records.

POSITION	Weeks Last to date	This Week	Record Title	Artist	Label
7	3	1	WHY DON'T YOU HAUL OFF AND LOVE ME? <i>Don't Know Why</i>	Wayne Raney	King 701
11	1	2	I'M THROWING RICE AT THE GIRL I LOVE. <i>Show Me the Way Back to Your Heart</i>	E. Arnold	V(78)21-0083; (45)48-0080—BMI
27	4	3	LOVESICK BLUES. <i>Never Again</i>	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
17	3	4	WEDDING BELLS. <i>I've Just Told Mama Goodbye</i>	H. Williams and His Drifting Cowboys	MGM 10401—ASCAP
6	5	5	SLIPPING AROUND. <i>My Tennessee Baby</i>	E. Tubb	D 46173—BMI
5	11	6	MIND YOUR OWN BUSINESS. <i>There'll Be No Tear Drops Tonight</i>	Hank Williams	MGM 10461—BMI
1	—	7	WEDDING BELLS. <i>Slipping Around</i>	M. Whiting and J. Wakely	Cap 57-40224—ASCAP
2	12	8	WARM RED WINE. <i>My Filipino Rose</i>	E. Tubb	D 46175
1	—	8	SMOKEY MOUNTAIN BOOGIE. <i>You'll Find Her Name Written There</i>	Tennessee Ernie	Cap 57-40212—BMI
6	7	10	ROOM FULL OF ROSES. <i>Put All Your Love in a Cookie Jar</i>	George Morgan	Col(78)20574; (LP)2-272—BMI
10	8	10	COUNTRY BOY. <i>I'm Fading Fast With the Time</i>	"Little" Jimmy Dickens	Col 20585—ASCAP
10	9	12	SLIPPING AROUND. <i>You Made Me Live, Love and Die</i>	F. Tillman	Col 20581—BMI
1	—	13	MY FILIPINO ROSE. <i>Warm Red Wine</i>	E. Tubb	D 46175—BMI
5	12	14	BEFORE YOU CALL. <i>Is There Any Need To Worry?</i>	D. Landers	MGM 10427
21	—	15	TENNESSEE BORDER. <i>Candy Kisses</i>	R. Foley	D 46151—BMI
1	—	15	SLIPPING AROUND. <i>Wedding Bells</i>	M. Whiting-J. Wakely	Cap 57-40224—BMI

WARNING!

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ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Be Goody, Good, Good to Me	J. Bond Ork (Bluebird on) MGM 10510	I Wanted You for a Lifetime	D. Denny (I Hate) V(78)21-0107; (45)48-0110
Bluebird on Your Windowsill	J. Bond Ork (Be Goody) MGM 10510	I Won't Let the Angels Take You	C. Boyd (Moonlight Lullaby) Donett 250
Cabin of Love	C. Sharpe (In the) Col 20613	I Would Send You Roses (But They Cost Too Much)	S. Carter (Hungry Heart) MGM 10513
Days Will Be Blue Without You	C. Boyd (Good Times) Donett 715	I'm Gettin' Older Every Day	Homer & Jethro (Tennessee Border) V(78)21-0110; (45)48-0113
Do You Mind If I Think of You?	C. Boyd (Too Many) Donett 211	I'm Going Back to Old Kentucky	B. Monroe & His Blue Grass Boys (Molly and) Col 20612
Don't Look for Trouble	A. Smith (Mountain Be Bop) MGM 10516	In My Dreams a Hundred Girls	C. Boyd (Lone Star) Donett 222
First Love	Red River Dave (Wrong Number) MGM 10507	In the Little Red Schoolhouse	C. Sharpe & the Old Hickory Singers (Cabin of) Col 20613
Good Times	C. Boyd (Days Will) Donett 715	I've Got a Heart Filled With Love	S. Cooley (You Can't) V(78)20-3347; (45)47-3048
Got on My Gospel Shoes	C. Boyd (Ol' Pharo) Donett 322	Lone Star Rose	C. Boyd (In My) Donett 222
Horse Pickin' Mama	C. Boyd (The Letter) Donett 355	Lost Highway	H. Williams (You're Gonna) MGM 10506
Hungry Heart	S. Carter (I Would) MGM 10513	Moonlight Lullaby	C. Boyd (I Won't) Donett 250
I Would Send Roses (But They Cost Too Much)	J. Work (Smoky Mountain) Dec 46181	Mountain Be Bop	A. Smith (Don't Look) MGM 10516
I'm Never Slip Around Again	P. Tillman (This Cold) Col (78)20613; (LP)20615	Penitentiary Blues	R. Lindsey (Sailor's Plea) Talent 711
I Hate You	D. Denny (I Wanted) V(78)21-0107; (45)48-0110		

(Continued on page 102)

RCA VICTOR
Scores AGAIN with
"THE SWISS BOY"

RCA Victor 25-1079



Lawrence DUCHOW

RCA Victor 25-1132

"I LOVE AN OLD FASHIONED POLKA"

By Sid Tepper & Ray Brodsky

"The Vagabond Waltz"

Pelkonen & Hull

RCA Victor 20-3438

'ARTISTRY IN POLKA'

Duchow & Dehart

RCA Victor 20-3356

"Blue Skirt Waltz"

"I Betcha Polka"

Order these Hit Tunes TODAY from your Distributor or direct from

RED RAVEN ENTERPRISES, INC.

Box 259 Appleton, Wisconsin
WHOLESALE

The Billboard
MUSIC POPULARITY CHARTS
Folk (Country & Western)
Record Section

PART VI



Based on reports received last three days of Week Ending September 2

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

Records listed are country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require country and Western records.

POSITION	Weeks to date	Last Week	This Week	Record	Label
10	2	1	1	I'M THROWING RICE AT THE GIRL I LOVE.....	E. Arnold V(78)21-0083; (45)48-0080—BMI
15	4	2	2	WEDDING BELLS.....	H. Williams and His Drifting Cowboys MGM 10401—ASCAP
28	1	3	3	LOVESICK BLUES.....	Hank Williams and His Drifting Cowboys MGM 10352—BMI
6	—	4	4	SLIPPING AROUND.....	Ernest Tubb D 46178—BMI
7	3	5	5	WHY DON'T YOU HAUL OFF AND LOVE ME?.....	Wayne Raney King 791
7	5	6	6	MIND YOUR OWN BUSINESS.....	Hank Williams and His Drifting Cowboys MGM 10461—BMI
8	6	7	7	SLIPPING AROUND.....	F. Tillman Col 20581—BMI
12	12	8	8	TENNESSEE POLKA.....	R. Foley D 46170—BMI
16	9	9	9	THE ECHO OF YOUR FOOTSTEPS.....	Eddy Arnold, the Tennessee Plowboy V 21-0051—BMI
17	6	10	10	ONE KISS TOO MANY.....	Eddy Arnold, the Tennessee Plowboy V 21-0051—BMI
1	—	10	10	ROOM FULL OF ROSES.....	Sons of the Pioneers V 21-0065—BMI
8	9	12	12	COUNTRY BOY.....	"Little" Jimmy Dickens Col 20585—ASCAP
1	—	12	12	SLIPPING AROUND.....	M. Whiting-J. Wakely Cap 57-40224—BMI
1	—	14	14	TENNESSEE POLKA.....	Pee Wee King and His Golden West Cowboys V(78)21-0086; (45)48-0085—BMI
2	—	15	15	GAMBLING POLKA DOT BLUES.....	T. Duncan and His Western All Stars Cap 57-40178—BMI
4	—	15	15	SHOW ME THE WAY BACK TO YOUR HEART.....	E. Arnold V(78)21-0083; (45)48-0080
1	—	15	15	WEDDING BELLS.....	J. Rogers Bluebird 320002—ASCAP

WARNING!

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FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Waumpum: In the first week of the September polling of the nation's rustic music wax whirlers, 50 of the jockeys named Wayne Raney's "Why Don't You Haul Off and Love Me?" (King) as their top request. Following in order, the remaining top nine requests included: Hank Williams's "Wedding Bells" (MGM), second, and his "Lovesick Blues" (MGM), third; Jimmy Wakely and Margaret Whiting's "Slipping Around" (Capitol), fourth; George Morgan's "Roomful of Roses" (Columbia), fifth; Anne Jones's "Give Me 100 Reasons" (Capitol), sixth; Hank Snow's "Marriage Vows" (Victor), seventh; Kenny Roberts's "I Never See Maggie Alone" (Coral), eighth, and Jimmy Dickens's "Country Boy" (Columbia); Red Foley's "Tennessee Polka" (Decca), and Homer and Jethro and June Carter's "Baby, It's Cold Outside" (Victor), ninth.

In predicting future disk hits, the wax spinners forecast the brightest future for Jimmy Wakely and Margaret Whiting's "Slipping Around" (Capitol). Following in order, the remaining top nine picks included: Jimmy Dickens's "I'll Be Back a-Sunday" (Columbia), second; Hank Williams's "Mind Your Own Business" (MGM), third; Hank Thompson's "Soft Lips" (Capitol), Andy Parker and the Plainsmen's "By the Light of the Altar Candles" (Capitol), and Red Foley's "Tennessee Polka" (Decca), tied for fourth; Jimmy Wakely and Margaret Whiting's "Wedding Bells" (Capitol), seventh, and Eddy Arnold's "I'm Throwin' Rice" (Victor), Ernest Tubb's "Tennessee Baby" (Decca), and Floyd Tillman's "Slipping Around" (Columbia), tied for eighth.

Texas Jim last week did five guest appearances on the Godfrey show, as emceed by Robert O. Lewis. He'll also appear on the "Chesterfield Supper Club" and will make a couple of commercial spots with the New York Giants.

Recently formed Houston Recording Company will start releasing later this month. Firm is owned by Mr. and Mrs. J. D. Michura and distribution will be handled by Brown Distributing Company, Houston. First sides will be cut by Daniel James and His Texas Melody Boys. Tunes, "Let's Start Anew" and "What Am I Gonna Do?" were written by James.

Bobby Gregory and His Cactus Cowboys just cut eight sides for the new Main Stem label. Group also cut four sides each for Manor and Continental. Gregory's latest MGM release is "Lollapazooza" and "Never Hit Your Mother-in-Law."

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St. Chicago 1 Ill.

NOW ON TOUR

ON STAGE IN PERSON



The Nation's Favorite
EDDY ARNOLD

THE TENNESSEE PLOWBOY AND HIS GUITAR

EXCLUSIVE RCA VICTOR RECORDING ARTIST

AND AN ALL-STAR CAST INCLUDING

THE OKLAHOMA WRANGLERS
GUY, SKEETER & VIC WILLIS
AND CHUCK WRIGHT
ANNIE LOU AND DANNY
GABE TUCKER - ROY WIGGINS

Featuring
The DUKE of PADUCAH

Exclusive Management
THOMAS A. PARKER
BOX 417
MADISON, TENNESSEE

YOU'VE HEARD EDDY ARNOLD ON THE RADIO - NOW SEE HIM IN PERSON

Don't Let Big Bum Copycats Make a Bum Copycat of You!

Insist on the

"EVERY NIGHT IS SATURDAY NIGHT"

you already dance to, sing and whistle. As written by the internationally known Doctor Billie. Send for your free sheet music copy. Just a card to

Doctor Billie Song Shoppe

Keokuk, Iowa

and with it will come "Love Me Alone" with cut of Liddie Murphy, "the around the world singer." (N. B.: I predict hers is the best recording voice in America.)

W. Frank Brown.

And with your "Every Night Is Saturday Night" will come a copy of the beautiful song, "WE", carrying art cover of the very beautiful

MARIE LANE

CHECK THIS WITH YOUR LOCAL DISTRIBUTOR

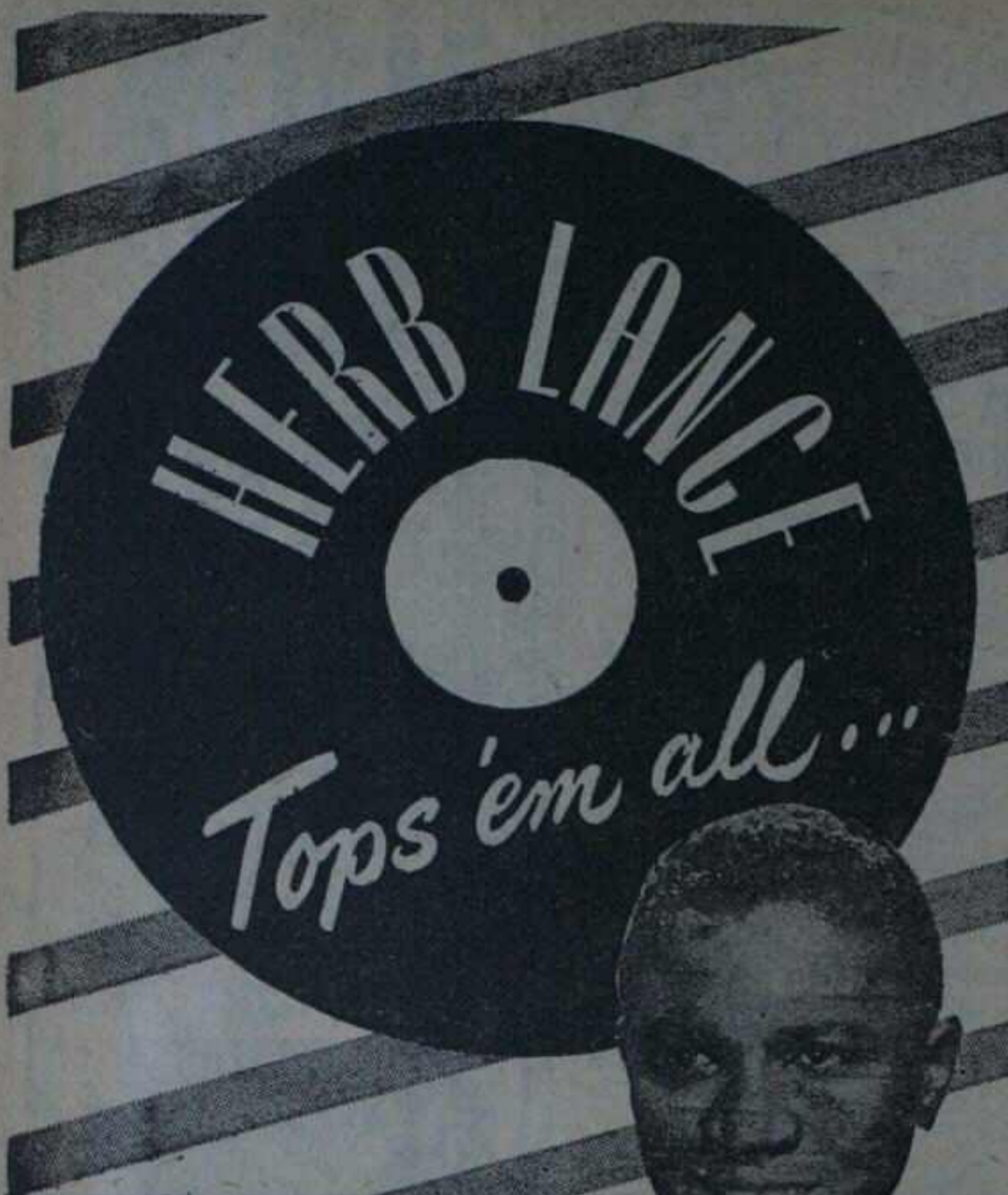
Star Talent 724

"Lonely World"

A Riley-Crabtree Hit

STAR TALENT RECORDS
3313 Oakland Dallas 15, Texas

GIVE TO THE RUNYON CANCER FUND



**"THAT
LUCKY
OLD SUN"**

Backed by
**"IF MY DREAM WOULD
COME TRUE"**

SITTIN' IN No. 524

CASTLE RECORDS, INC
NATIONAL DISTRIBUTORS FOR Sittin' In AND Jade Records
412 WEST 42nd STREET, NEW YORK, N. Y.

The Billboard
MUSIC POPULARITY CHARTS
Rhythm & Blues Records
PART VII

Based on reports received last three days of Week Ending September 2

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

Weeks to date	Last Week	This Week	Record Title	Artist	Label
21	1	1	1. TROUBLE BLUES <i>Honey, Keep Your Mind on Me</i>	C. Brown	Aladdin 3024—BMI
19	2	2	2. TELL ME SO <i>Deacon Jones</i>	The Orioles	Jubilee 5005—BMI
24	4	3	3. AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1506—ASCAP
7	7	4	4. BABY, GET LOST <i>Long John Blues</i>	D. Washington	Mercury 8148—BMI
3	6	5	5. IN THE EVENING WHEN THE SUN GOES DOWN <i>Please Be Kind</i>	C. Brown	Aladdin 3030
8	3	6	6. BLUE AND LONESOME <i>Help Me Some</i>	Memphis Slim	Miracle 136
7	9	7	7. I LOVE YOU SO <i>The Bop Hop</i>	Pee Wee Crayton	Modern 20-875
5	12	8	8. BEANS AND CORNBREAD <i>Chicky-Mo-Craney-Crow</i>	L. Jordan	D 24673
2	7	9	9. ALL SHE WANTS TO DO IS ROCK <i>I Want My Fanny Brown</i>	W. Harris	King 4304
2	15	10	10. DOBY'S BOOGIE <i>Hog Head</i>	F. Mitchell	Derby 713
30	10	11	11. HUCKLEBUCK <i>Hoppin' John</i>	P. Williams	Savoy 683—ASCAP
17	—	12	12. DRINKIN' WINE, SPO-DEE-O-DEE <i>Blues Mixture</i>	"Stick" McGhee	Atlantic 873
2	—	12	12. LONG JOHN BLUES <i>Baby Get Lost</i>	D. Washington	Mercury 8148—BMI
1	—	12	12. STILL GONE (Parts III and IV)	Sonny Thompson	Miracle 139
11	—	15	15. IN THE MIDDLE OF THE NIGHT <i>Pot Luch Boogie</i>	A. Milburn	Aladdin 3026—BMI

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MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

Weeks to date	Last Week	This Week	Record Title	Artist	Label
1	—	1	1. ROOMING HOUSE BLUES	A. Milburn	Aladdin 3032
7	—	2	2. BLUE AND LONESOME	Memphis Slim	Miracle 136
3	3	3	3. ALL SHE WANTS TO DO IS ROCK	W. Harris	King 4304
21	1	4	4. TROUBLE BLUES	C. Brown	Aladdin 3024—BMI
17	2	5	5. TELL ME SO	The Orioles	Jubilee 5005—BMI
7	—	6	6. I LOVE YOU SO	Pee Wee Crayton	Modern 20-875
16	—	7	7. CLOSE YOUR EYES	H. Lance	Sittin' In 514—ASCAP
1	—	7	7. WAITING IN VAIN	L. J. Hunter	King 4291
7	8	9	9. HUCKLEBUCK	P. Williams	Savoy 683—ASCAP
4	4	10	10. BABY GET LOST	D. Washington	Mercury 8148—BMI
1	—	10	10. BLUES AT MIDNIGHT	Ivory Joe Hunter Ork.	4 Star 1283
2	—	10	10. IT'S MIDNIGHT	Little Willie Littlefield	Modern 20-888
5	—	13	13. LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Beards	King 4258—BMI
11	—	14	14. CONFESSION BLUES	Maxine Trio	Downbeat 171
2	9	15	15. DID YOU SEE JACKIE ROBINSON HIT THE BALL?	B. Johnson	D 24675—BMI
3	9	15	15. LONG JOHN BLUES	D. Washington	Mercury 8148—BMI
8	—	15	15. BEANS AND CORNBREAD	L. Jordan	D 24673

ADVANCE RHYTHM & BLUES RECORD RELEASES

Ain't Nobody's Business if I Do B. Holiday (Ain't Nobody's) Dec 24726	Gambler's Blues T. Brannon Trio (Jailhouse Blues) Jade 705
Baby Get Lost B. Holiday (Ain't Nobody's) Dec 24726	Girl at the End of the Bar B. Paige (Honkey Tonk) Bullet 685
Baby, Wha' Happen? A. Alberts-4 Aces (Try, Try Again) Music Master MM 2-097	Happy Birthday E. Davis Ork (Black Pepper) Castle 520
Back Door Mama J. B. Summers-E. Woodland's Ork (Stranger In) Gotham G-190	Hey Brus Big John Greer Quartet (Tonight's the) Castle 518
Back of the Yards J. Teler Trio (Johnson Rag) London 501	Honkey Tonk Pete B. Paige (Girl at) Bullet 685
Balling Out P. Francis All Stars (Out of) Gotham G-193	How Can I Help It The Caballeros (Tell Me) Abbey 3001
Black Pepper E. Davis Ork (Happy Birthday) Castle 520	I Love My Baby T. Green (Let's Go) Bullet 312
Brother-in-Law, You're Got To Go Fench Tree Logan (Rumor 'Bout) MGM 10514	I Love You for Myself Sonny Boy Williamson (Southern Dream) V(78)22-0046; (45)52-0030
Bull Frog Bounce B. Gil Ork (Drigo's Serenade) Gotham G-192	I Wish I Had a Dime (For Ev'ry Heart You've Broken) Beale Street Boys (I've Kept) MGM 10505
Don't Blame Me 4 Shades of Rhythm (Yesterday) Swing Master 33	I'll Always Remember S. McGhee (Lonesome Road) Atlantic 881
Easy Come, Easy Go Blues M. Howard (Jelly and) V(78)22-0044; (45)50-0028	I've Kept Everything the Same for You Beale Street Boys (I Wish) MGM 10505
	Jailhouse Blues T. Brannon Trio (Gambler's Blues) Jade 705

The Billboard

MUSIC POPULARITY CHARTS

PART VIII

Record Reviews

Billboard TRADE SERVICE FEATURE

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market.

The Categories Point listings are maximums. Song caliber, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
ROBERTA LEE-THE BARNDUSTERS Panfare 107	POPULAR Jump for Joy at the Old Square Dance Hybrid fabrication will have trouble finding its market. Dude's Lament Novelty has some clever lines, and probably fractures 'em in niteries. Weak recording saps its punch here.	38--44--35--35 65--72--64--60
JUNIOR DANIELS-AL HAIG TRIO Discovery 507	Autumn Serenade Junior's a 19-year-old disciple of Eckstine. With maturity he should become a fine singer. He does an adequate job with this beautiful standard. The Lamp Is Low Junior's tones are a bit wobbly on another fine song.	67--67--66--68 66--66--65--66
WOODY HERMAN ORK Capitol 57-720	Tenderly Fine mood and performance of the Pretty Walter Gross tune with Woody turning in nice alto, Bill Harris on tram and Buddy Savitt on tenor. Jamaica Rhumba Mary Ann McCall sings this while the Herman Herd lays down its usual top drawer music.	78--80--77--77 73--74--73--72
PHILADELPHIA STRING BAND Tempo TR 658	When You Wore a Tulip The evergreen is treated to one of those rousing string band community sing waxings. Some Day Same type of treatment is offered a currently fast moving tune. The best that can be said for it is that it's different.	69--68--66--72 70--69--69--72
WOLMER BELTRAMI Tempo TR 422	Slightly Frantic An imported accordion solo which should please those who like the instrument. Harem Serenade Francesco Ferrari Another import and another accordion solo. This side's got something of a song to go with the display of technique.	61--62--62--60 62--64--62--60
RICHARD HAYES (Mitch Miller Ork) Mercury 5218	A Breathless Promise 19-year-old Hayes sings in a Tony Martin groove on this pretty new melody. Lingering Down the Lane Hayes does a fair enough job with this production built on the dry "Cruising Down the River."	78--79--78--77 75--75--75--75
ROSE MURPHY RCA Victor 20-3534	You, Wonderful You The chi-chi gal works over a fine oldie. Don't! Stop! She handles some special material in her own typical style.	66--66--66--66 65--65--64--66
THE PIED PIPERS RCA Victor 20-3533	Sleepy Hollow The Pipers do a neat turn with a pretty song which reminds of "Lazy River." Cheap Cigars The group does up a clever hunk of material for top returns.	79--82--78--78 75--77--73--75
IRVING FIELDS' TRIO RCA Victor 20-3529	Lingering Down the Lane If anything happens to this land version of "Cruising Down the River," this dinking will warrant plenty of action. An excellent interpretation. Mexican Hot Foot Fields continues to amaze with his superb piano technique at rapid Latin tempi. Spinners will like this flashy item.	79--79--79--79 77--80--75--75
ALICE O'CONNELL-CLENN HARDMAN Hardman 4018	The Very Thought of You Not much of a dinking of the oldie. A Wonderful Guy Inadequate reading of the "South Pacific" hit.	59--58--58--60 45--45--45--45
SARAH VAUGHAN Columbia 38599	That Lucky Old Sun Sarah does one of her tastiest jobs with this stirring new song. Joe Lipman backs. Make Believe Were the tempo a bit brighter here, this could have been one heck of a recording of the oldie. It still is mighty fine as Sarah works with a group and the Lipman ork.	84--86--84--82 83--85--83--80
LAWRENCE WELK Mercury 5317	Ichabod Crane Pleasant enough rendition of the tune written for the Disney treatment of the classic tale. Katrina Welk's very danceable and tasteful crew does a neat job with another tune from the Disney flick.	70--70--70--70 73--74--73--72
ELLA LOGAN Bluebird 20-0003	Hop-Scotch Polka Ella returns to wax for a low-price version of the promising polka. It's a good one too with Henri Rene supplying the backing. The Story of Annie Laurie A passable dinking of a forthcoming plug ditty.	79--80--78--78 68--68--68--68

(Continued on page 104)

Top Money Getters!

"TROUBLE BLUES"



CHARLES BROWN AL 3024

"IN THE EVENING BLUES"

(WHEN THE SUN GOES DOWN)

CHARLES BROWN AL 3030

"IN THE MIDDLE OF THE NIGHT"

AMOS MILBURN AL 3026



"ROOMING HOUSE BOOGIE"

AMOS MILBURN AL 3032

Aladdin RECORDS
HOLLYWOOD 27, CALIFORNIA
For That Magic Touch

THE WORLD'S BIGGEST "SONG HIT" HAS COME TO LIFE AGAIN ON "DELVAR RECORD"

(THE MUSIC GOES 'ROUND & AROUND) "DELVAR #111"

"ED FARLEY & ORCHESTRA, they gives this song the works." (Ed Farley is co-writer of this song.)

"It is the best recording done on this 'song' yet. It's a hit," says Johnny, of the Johnny Clark Show, WNJR, Newark, N. J.
Don Larkin, of WAAT, Newark, N. J., says: "It's tops with me, it can't miss. It's a hit."

ACCORDING TO: Disk Jockeys, Operators and Dealers . . . It is truly a "hit" all over again on the Delvar Label.

Another "Hit" on the back (This is not a sleeper) (IDA, SWEET AS APPLE CIDER) DELVAR #112

(LISTEN TO THIS ARRANGEMENT) ED FARLEY'S Orchestra

GET ON THIS (MONEY MAKER) YOU CAN'T "BUY" A BETTER RECORD. THEY ARE MADE IN THE "BETTER" RECORDING STUDIOS AND THE BESTEST PRESSING PLANTS. THESE ARE LASTING RECORDS. GOOD NEWS FOR (JUKE BOX, OPERATORS, EARS)



Write, wire, phone your nearest distributor or . . .
DELVAR RECORDING CO.
64 STANDISH AVE.
WEST ORANGE, NEW JERSEY
PHONE ORANGE 5-2020

THE DAYS OF GREAT BANDS ARE BACK

ON
RCA VICTOR *Bluebird Records*
WITH

**RALPH
FLANAGAN**

AND HIS ORCHESTRA

playing

*"The Wedding of
Lilli Marlene"*

RCA VICTOR BLUEBIRD RECORD 30-0002

More BLUEBIRD profits!

You're Breaking My Heart You're So Understanding	Ralph Flanagan and his Orchestra Vocal refrain Harry Prime	31-0001
It All Depends On You The Wedding of Lili Marlene	Ralph Flanagan and his Orch. Vocal refrain Harry Prime	31-0002
Hop-Scotch Polka The Story of Annie Laurie	Ella Logan with Orchestral Accompaniment	31-0003
Ol' Joe Louis Your Voice	Cab Calloway and his Cab Drivers	31-0004
"Hello, Hello!" Golden Slippers	Main Street String Band Vocal refrain by the Band	31-0005
Why Don't You Haul Off and Love Me Mind Your Own Business	Jesse Rogers and his '49ers	33-0001

All prices are suggested list, subject to change without notice, exclusive of local taxes. Prices do not include Federal Excise tax.



"THE RECORDS THAT MAKE THE STARS"

Bluebird Records
made by RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA, CAMDEN, N. J.

ONLY

46¢

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

DON'T CRY, JOE.....Gordon Jenkins Ork.....Decca 24720

The Jenkins touch—meaning a rich, but easily digestible ork and vocal choir sound—endows the fine Joe Marsala torch tune with the same impressive dimensions as Jenkins' "Again" click. Thrush Betty Brewer shines at the mike.

IF I EVER LOVE AGAIN.....Frank Sinatra and Hugo Winterhalter Ork.....Columbia 38572

The tune and the styling here sounds much like a smash of yesteryear—namely "I'll Never Smile Again." Sinatra is in rare form for this one, and Winterhalter, as always, the impeccable arranger and batoneer.

THAT'S MY WEAKNESS NOW
DIME A DOZEN.....Leighton Noble.....Vocalion 55031

Here's a welcome surprise—the appearance of society orkster Noble with two superlative dance sides. Band sound and Noble's own vibrant vocalizing have character, and the cleffings are loaded with ear interest all the way. The job on "Jealous Heart" and "Ain't She Sweet," a companion release, is just as impressive, the nod going to "Weakness" and "Dozen" because no diskings of these have yet been firmly established.

DREAMER'S HOLIDAY.....Perry Como and Mitch Ayres Ork..Victor 20-3543

The tune's a simple, conventional, Tin Pan Alley plug—uncomplicated and retentive. Como is meltingly relaxed, with a light easy beat for this one.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. THAT LUCKY OLD SUN.....Sarah Vaughan.....Columbia 38559
2. THE LAST MILE HOME.....Jo Stafford.....Capitol 57-710
3. IF YOU EVER FALL IN LOVE AGAIN.....Bill Lawrence.....Victor 20-3539
4. CIRCUS.....Bill Farrell.....MGM 10488
5. GIVE ME YOUR HAND.....Perry Como.....Victor 20-3521
6. I CAN DREAM, CAN'T I?.....Andrews Sisters.....Decca 24705
7. HOP SCOTCH POLKA.....Art Mooney.....MGM 10500
8. I GET SENTIMENTAL OVER NOTHING.....Frankie Laine.....Mercury 5316
9. NOTHING LESS THAN BEAUTIFUL.....Buddy Clark.....Columbia 38548
10. SALT.....The Vagabonds.....Columbia 38552

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. GIVE ME YOUR HAND.....Perry Como.....Victor 20-3521
2. SOLITUDE.....Billy Eckstine.....National 9086
3. DIME A DOZEN.....Margaret Whiting.....Capitol 57-709
4. I CAN DREAM, CAN'T I?.....Andrews Sisters.....Decca 24705
5. TELL ME WHY.....Eddy Howard.....Mercury 5314
6. THAT'S MY WEAKNESS NOW.....Russ Morgan.....Decca 24692
7. WEDDING BELLS.....Margaret Whiting-Jimmy Wakely.....Capitol 57-40224
8. WHIRLWIND.....Margaret Whiting.....Capitol 57-709
9. THAT LUCKY OLD SUN.....Vaughn Monroe.....Victor 20-3531

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. GIVE ME YOUR HAND.....Perry Como.....Victor 20-3521
2. I CAN DREAM, CAN'T I?.....Andrews Sisters.....Decca 24705
3. DIME A DOZEN.....Margaret Whiting.....Capitol 57-709
4. JEALOUS HEART.....Jack Owens.....Decca 24711
5. HOP SCOTCH POLKA.....Guy Lombardo.....Decca 24704
6. THE WEDDING OF LILI MARLENE.....Gordon MacRae.....Capitol 57-711
7. I WISH I HAD A RECORD.....Perry Como.....Victor 20-3521

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 28)

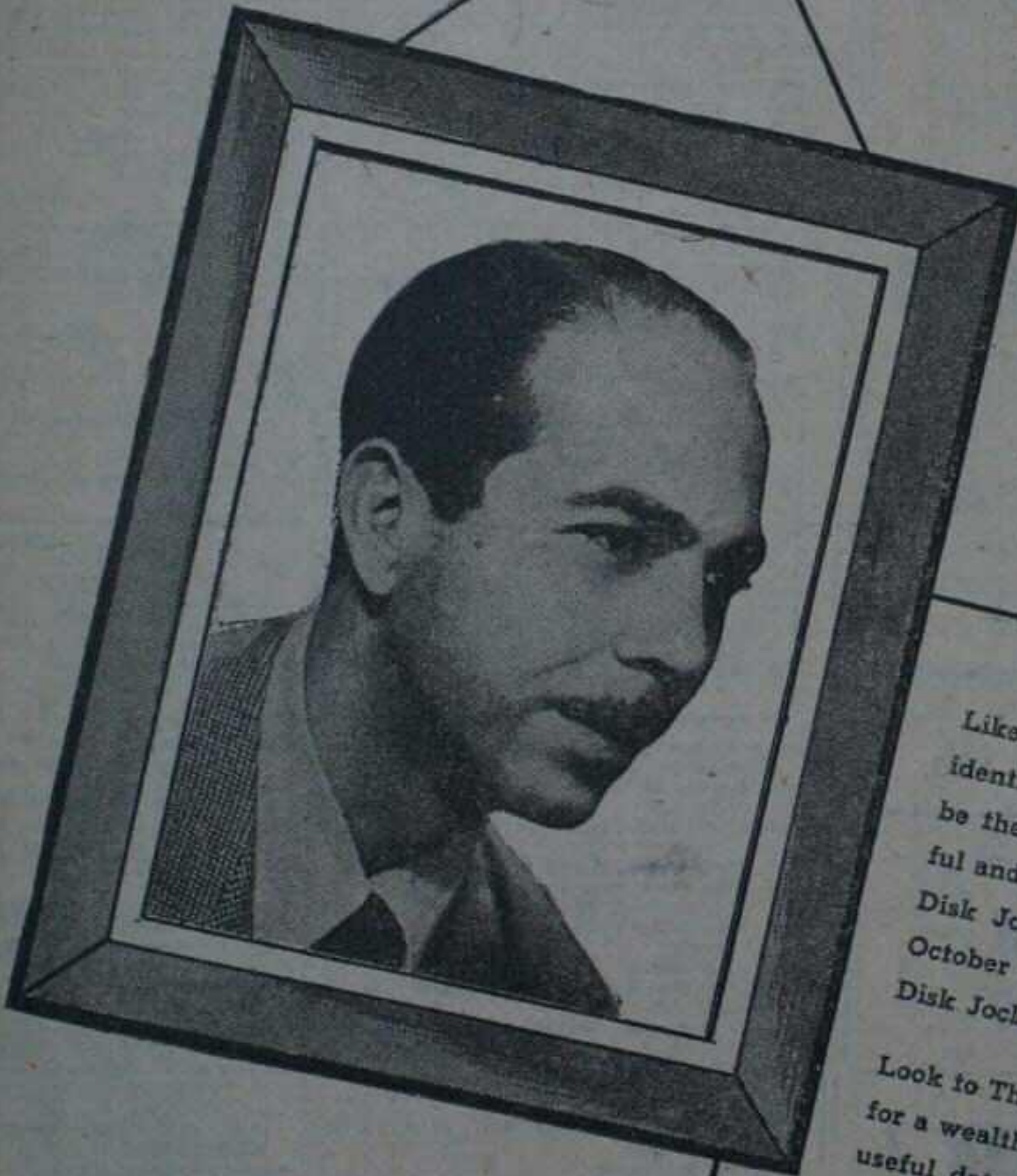
- | | | | |
|----|----|-----|--|
| 1 | — | 25. | NOW THAT I NEED YOU.....Doris Day-Mellomen.....Col(78)38507; (LP)1-251 |
| | | | <i>Blame My Absent Minded Heart</i>ASCAP |
| | | | (K. Thompson, Dec 24695; E. Duchin Ork, Harmony 1058; P. Laine-C. Fisher's Ork, Mer 5311; B. Hutton, Cap 57-620; V. Lynn-B. Farnon Ork, London 459; J. Harvey, MGM 10483; T. Manners, Varsity 191; J. Garber, Cap 57-719; P. Reed, Dances-Tone 371; F. Warren, V(78)20-3482, (45)47-2941) |
| 16 | 26 | 28. | BALI HA'I.....P. Como-M. Ayres Ork.....V(78)20-3402; (45)47-2896 |
| | | | <i>Some Enchanted Evening</i>ASCAP |
| | | | (S. Black Ork, London 455; B. Bress-N. Hervey Ork, Capit 2000; P. Lee-D. Barbour Ork, Cap 57-543; B. Crasby-J. S. Trotter Ork, Dec 24609; B. Harrington, Vocalion 55000; J. Long Ork, Hi-Tone 129; P. Weston Ork, Cap 57-629; Eddie & Rack, Dec 24707A; A. Vincent-M. Miller Ork, Mer 5273; F. Sinatra, Col 38446; H. Winterhalter Ork, MGM 10399) |
| 1 | — | 28. | YOU'RE BREAKING MY HEART.....B. Clark.....Col(78)38546; (LP)1-296—BMI |
| | | | <i>Song of Surrender</i> |
| 3 | 24 | 30. | CIRCUS.....T. Martin-S. Martin Ork.....V(78)20-3488; (45)47-2947 |
| | | | <i>No, No, and No</i>ASCAP |
| 14 | — | 30. | AGAIN.....Doris Day-The Mellomen.....Col 38467—ASCAP |
| | | | <i>Everywhere You Go</i> |

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MARTIN BLOCK



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9085—THE RAVENS "CARELESS LOVE" "THERE'S NOTHING LIKE A WOMAN IN LOVE"
9087—CHARLIE VENTURA "F. Y. I." "A.M.-P.M. SONG"
9088—SINGIN' FATS THOMAS "OO BOB ALOO BO" "IF I GIVE YOU MY LOVE"



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MUSIC POPULARITY CHARTS

PART X

Advance Information

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- A Dreamer's Holiday P. Como (The Meadows) V(78)20-3543; (45)47-3036
A Dreamer's Holiday E. Wilson-G. Jenkins (Tell Me) Dec 24738
A Thousand Violins D. Shore (The Story) Col (78)38579; (LP)1-334
Ain't She Sweet B. Hannon-J. Ryan (I Never) Dec 24739
Alt Wien F. Masters Ork (Shally-Go-Shee) MGM 10502
And It Still Goes B. Farrell (You've Changed) MGM 10519
Be Still, My Crazy Heart H. Saba (Those Little) Donett 400
Beautiful Dreamer F. X. McDonald (Whirlwind) MGM 10503
Beautiful Wisconsin E. Smith (Over Three) Dec 24724
Begin the Beguine H. Lance (Stardust) Castle 521
Beneath the Tropic Moon S. Vasta Ork & D. Denis (The Rest) Gold Medal GM 955
Blue for a Boy—Pink for a Girl V. Monroe (Vient Su) V(78)20-3549; (45)47-3042
Body and Soul B. Eckstine (If Love) MGM 10501
Boptura C. Ventura Ork (Yankee Clipper) V(78)20-3552; (45)47-3045
Change My Ways D. Ellington Ork (Women) Col (78)38576; (LP)1-331
Cheap Cigars J. Harvey (Just for) MGM 10515

The following abbreviations are being used thruout the list of Advance Record Releases: Cap—Capitol Col—Columbia Dec—Decca Mer—Mercury V—Victor All other labels will continue to be spelled out. Where 78, 45 and 33 1/2 (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354 etc.

- Christmas Greetings Album—B. Crosby-Andrews Sisters-K. Lane Singers—Others (3-10") Dec A-715
Christmas Carols (Parts I & II) . . . 24670
Here Comes Santa Claus . . . 24658
The First Noel . . . 24659
Twelve Days of Christmas . . . 24658
You're All I Want for Christmas . . . 24659
Dime a Dozen K. Smith (Jacksonville Blues) Happiness 102
Don't Cry, Joe (Let Her Go, Let Her Go) J. Desmond (The Last Mile) MGM 10518
Don't Slam the Door N. Morales (Rum and) MGM 10520
Envy P. Warren (You're in) V(78)20-3551; (45)47-3044
Follow the Band R. Carlyle (Susan Van) Coral 60103
Gateway to Heaven J. Nelson-G. Claridge Ork (Just a) O'Connor 0105
Golden Slippers Main Street String Band ("Hello, Hello") Bluebird 30-0005
Green as April R. Young (September In) Happiness 101
Green Light Rag P. Dalley's Chicagoans (Sailing Down) Cap 57-728
Hawaiian Sunset S. Kaye Ork (The Last) V(78)20-3545; (45)47-3038
"Hello, Hello!" (What a Wonderful Word, Hello) Main Street String Band (Golden Slippers) Bluebird 30-0005
Homecoming Waltz G. Lombardo & Royal Canadians (The Blue) Dec 2714
Honey (I'm in Love With You) J. Gledhill (The Roller-Skaters) Cap 57-9003
Hop-Scotch Polka B. Gale Ork (I Knew) Col 12419
Hop-Scotch Polka E. Logan (The Story) Bluebird 30-0003
I Found a Lovely Dream B. Walters-G. Claridge Ork (Popsicle Pete) O'Connor 0104
I Knew From the Start B. Gale Ork (Hop-Scotch) Col 12419
I Made a Mistake, It's True H. Saba (Sentimental Thoughts) Donett 111
I Never See Maggie Alone B. Hannon-J. Ryan (Ain't She) Dec 2437
I Want You To Want Me (To Want You) G. MacRae (Wonderful One) Cap 57-723
If I Ever Love Again G. Paxton Ork (Wedding Bells) MGM 10511
If I Give You My Love T. Herbert Ork & J. Flanders (Take Your) Marvel 10501
If I Had a Million Dollars T. Pastor Ork (My Mammy) Col(78)38577; (LP)1-332
If Love Is Trouble (That's What I'm Lookin' for) B. Eckstine (Body and Soul) MGM 10501
If My Dream Would Come True H. Lance & Vocal Quartet (That Lucky Castle) 524
If You Ever Fall in Love Again G. Lombardo (Whistling In) Dec 24722
I'll See You in My Dreams B. Crosby (The Meadows) Dec 24721
I'm Sending My Love on a Moonbeam H. Saba (The Death) Donett 400
I'm Throwing Rice (at the Girl I Love) D. Falligan (Jealous Heart) MGM 10521
Is It True What They Say About Dixie? L. Marcus (St. Louis) Webster WE502
It All Depends on You R. Flanagan Ork (The Wedding) Bluebird 30-0002
It's a Most Unusual Day M. Whiting (St. Louis) Cap 57-724
Jacksonville Blues K. Smith (Dime a) Happiness 102
Jealous Heart D. Falligan (I'm Throwing) MGM 10521
Just a Background for You B. Walters-G. Claridge Ork (Gateway to) O'Connor 0105
Just for Fun J. Harvey (Cheap Cigars) MGM 10515
Katrina A. Lund (My Street) MGM 10508
Lover D. Contino (12th Street) Horace Heldt ME1016
My Mummy T. Pastor Ork (If I) Col (78)38577; (LP)1-332
My Street A. Lund (Katrina) MGM 10508
Ona the Tarantella D. Day (Shally-Go) V(78)20-3548; (45)47-3041
Oody Kadoody Kadidy Kadee A. Mooney Ork (The Story) MGM 10517
Over Three Hills E. Smith (Beautiful Wisconsin) Dec 24724
Popsicle Pete B. Walters-E. Reed-G. Claridge Ork (I Found) O'Connor 0104
Rum and Soda N. Morales Ork (Don't Slam) MGM 10520
Sailing Down Chesapeake Bay P. Dalley's Chicagoans (Green Light) Cap 57-728
St. Louis Blues L. Marcus (Is It) Webster WE502
St. Louis Blues M. Whiting (It's a) Cap 57-724
Sarong R. McKinley Ork (Where Did) V(78)20-3546; (45)47-3039
Sentimental Thoughts H. Saba (I Made) Donett 111
September in the Rain R. Young (Green as) Happiness 101
Shally-Go-Shee D. Day (Ona the) V(78)20-3548; (45)47-3041
Shally-Go-Shee F. Masters Ork (Alt Wien) MGM 10502
Somebody Loves You D. Middleton Ork (The Black) Cap 57-727
Stardust H. Lance (Begin the) Castle 521
Susan Van Susan O'Shay R. Carlyle (Follow the) Coral 60103
Take Your Finger Out of Your Mouth (I Want a Kiss From You) T. Herbert Ork & D. Grady & J. Flanders (If I) Marvel 10501
Tell Me Why E. Wilson-G. Jenkins (A Dreamer's) Dec 24738
That Lucky Old Sun (Just Rolls Around Heaven All Day) B. Houston (The Meadows) MGM 10509
That Lucky Old Sun H. Lance & Vocal Quartet (If My) Castle 524
The Black Hills of South Dakota D. Middleton Ork (Somebody Loves) Cap 57-727
The Blue Skirt Waltz G. Lombardo & Royal Canadians (Homecoming Waltz) Decca 24714
The Death of Kathy Fiscus H. Saba (I'm Sending) Donett 400
The Knock Song (I Hear You Knocking) T. Dursay Ork (Twilight) V(78)20-3544; (45) 47-3037
The Last Mile Home J. Desmond (Don't Cry) MGM 10518
The Last Mile Home S. Kaye Ork (Hawaiian Sunset) V(78)20-3545; (45)47-3038
The Meadows of Heaven P. Como (A Dreamer's) V(78)20-3543; (45)47-3036

(Continued on page 106)

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The **Billboard** MUSIC POPULARITY CHARTS
Album Reviews

PART XI
TRADE SERVICE FEATURE

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATINGS
(100 points—the maximum)

90-100tops
80-89excellent
70-79good
40-69satisfactory
0-39poor

THE CATEGORIES

1. Production Idea (grouping of selection continuity)	Max. Pts. 15
2. "Name Value"	15
3. Caliber of Material	15
4. Manufacturers' Distribution Power	10
5. Exploitation Aids (Record company and other advertising-promotion film, legit and other plugs)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging (art work, binding, wrapping)	10

FRANCK: SYMPHONY IN D MINOR—Concertgebouw Ork of Amsterdam—Mengelberg, director (5-12") **72**
Capitol Telefunken EEL 8023

There's never been a shortage of acceptable versions of this hyper-romantic piece, and most of them have sold well. Usually, when a new recording appeared, it superseded older sets mainly because of more modern sound. Here the sound is good, but not that much better than several of its competitors, if it is better at all. The main interest here is the conductor, who interprets with his usual flair for heavy dramatics—German style. Mengelberg collectors will undoubtedly be interested, but the more transparent, Gallic style of Montoux and the technical superiority of his San Francisco orchestra is likely to keep his version in the fore—especially since it's been offered at half price recently.

JUKES Not suitable. **JOCKS** Popular work is always welcome on longhair shows.

A BACH PROGRAM—The Philadelphia Ork—Eugene Ormandy, director (1-10") **80**
Columbia (LP) ML 2058

Passacaglia and Fugue in C Minor; Toccata and Fugue in D Minor; Jesu, Joy of Man's Desiring; Chorale—Prelude; Sleepers, Awake.

This should prove to be a popular LP item. It contains four of the more popular short items in the huge Bach library. And they are competently performed and superbly recorded. The three scores are better than two hundred years old, they are wonderfully refreshing both in melodic values and in orchestration. The Passacaglia and Fugue are not yet available on shellac as interpreted by Ormandy, while the other three are available on two fresh Columbia singles. A fine addition to the fast growing LP list.

JUKES Not suitable. **JOCKS** If equipped for LP, any or all of these selections will make good longhair spinning.

ITALIAN OPERATIC ARIAS— **77**
Helen Traubel (10")
Columbia (LP) ML 2052

Verdi: Aida; Verdi: Otello; Mozart: Don Giovanni; Puccini: Tosca; Ponchielli: La Gioconda; Mascagni: Cavalleria Rusticana. A calling of Traubel waxings put together on one LP disk. The thrush sings with a big voice and enthusiasm, but her Germanic style doesn't suit the Italian arias too well. However, the Traubel name and the selection of workhorses she sings should combine for appeal to the lowest common denominator of classical buyers.

JUKES Not suitable. **JOCKS** Fine air fare.

NBOA TO MULL
(Continued from page 18)

a State group. It's hoped that the State association discussion will stimulate the formation of other such groups, Larry Geer, prexy of NBOA, told *The Billboard*.

Dick Schreiber, editor of *Vend*, the magazine of automatic merchandising, and coin machine editor of *The Billboard*, will explain the utilization of vending machines within a ballroom. Doc Chinn, the Crystal Ballroom, Fargo, N. D., is slated to give another of his humorous talks on ballroom operation, which scintillated last year's NBOA get-together.

In a clinic of specific ballroom problems, Eddie Gilmartin, the Casino Gardens, Ocean Park, Calif., will discuss promotions and West Coast terperly operation; Roy E. Mellrath, Aragon-Trianon Enterprises, proper accounting practices for inventory control and business analysis; Joe Malec, Peony Park, the relationship between the ballroom operator and the American Federation of Musicians (AFM); and Jerry

MUSIC FOR FOUR PIANOS—Philharmonic Piano Quartet (3-12") **76**
Columbia MM-852

Lecuona: Andaluca; Cradle Song; Prokofiev; Peter and the Wolf; Johann Strauss; Die Fledermaus—Waltzes, Op. 56; Morganstern: Toccata Guatemala.

With Victor's First Piano Quartet now a consistent disk winner, the vogue for such mass keyboard efforts is evidently on. Columbia's entry is a young, exceptionally proficient group. The playing is clean and the piano tones are well recorded. The numbers have immediate appeal and offer sufficient variety for a well-rounded pop program. Main novelty of the set is Morganstern's colorful Latin-inspired piece. Cover is very plain, notes merely adequate.

JUKES Not suitable. **JOCKS** Strong pop concert fare.

WAGNER: TWO PRELUDES FROM LOHENGRIN AND OVERTURE TO TANNHAUSER—German Opera House Ork, Berlin—Eugene Jochum, director (3-12") **63**
Capitol Telefunken ECL 8024

Considering the availability of first-rate domestic waxings of these war-horses conducted by such giants as Toscanini and Stokowski, and the recent half-price sales, this has little value other than the prestige of its listing in the company's catalog. The conductor, comparatively unknown here, does a competent job with the dramatic material, and the recording sound is excellent. The orchestral style is on the soupy side, however.

JUKES Not suitable. **JOCKS** Better versions are available.

SQUARE DANCES—Spade Cooley (3-10") **80**
RCA Victor P 249

6/8 To the Barn; Wagonner; Flop-Eared Mule; Ida Red; Wake Up, Susan; The Eighth of January.

The square dance fad figures to go well into the fall, and this set should go right along with it. It's without calls, which means it won't be limited to any particular section of the country. Cooley's name is strong, and so is his music here. The beat is definite on all numbers, and the playing is highly acceptable by rural standards. The selections offer sufficient variety, and wherever dance groups prefer to have their own caller, this will be a leader. Cover is not elaborate and there are no liner notes.

JUKES Okay for country jukes. **JOCKS** Not too useful unless co-ordinated with a caller.


Jones, the Randevu Ballroom, Salt Lake City, desirable provisions which should be included in contracts.

In another clinic, Alice McMahon, the Indiana Roof, Indianapolis, will elaborate on competition from private clubs, while Herb Martinka, the Kato Ballroom, Mankato, Minn., will discuss his successful wedding-dance promotions. Howard Sinnott, General Artists' Corporation band executive, will set forth preliminary preparations for the staging of the first National Dance Week set for November 13-19. Weber said that a representative of the AFM has been invited, but no acknowledgment has yet been received. Several others have been slated to speak, but no confirmation has as yet been received.

Important part of the business session will be a discussion by Tom Roberts, legal counsel of NBOA, on the current drive by NBOA to extricate ballrooms from their current classification among those types of operation responsible for the payment of the 20 per cent cabaret tax (*The Billboard*, September 3).

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The
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MUSIC POPULARITY CHARTS

PART
XIIThe Honor Roll of
Popular Songwriters

By Jack Burton

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NO. 36—PETE WENDLING

Altho Pete Wendling has a diploma from the DeWitt Clinton High School, this songwriter who started his career with a million-copy seller, *Yaaka Hula Hickey Dula*, gives little if any credit to the New York public schools for his success. Instead, he says he found his fountain of knowledge in the orchestra pit of Tony Pastor's 14th Street Theater. Here he absorbed the intricacies of ragtime piano playing by watching Mike Bernard, the house pianist, whose agile fingers could change such honky-tonk "rags" as *Twelfth Street*, *Down Home* and *Cannonball* into syncopated classics.

Tony Pastor's was but a two-block walk from Wendling's 12th Street home on Manhattan's Lower East Side, and as a boy in his early teens Pete never missed a Monday matinee at this historic variety house. He always had a front-row seat on the center aisle right behind Mike Bernard where he could watch and study the master's technique. Pete didn't give much attention to the acts on the stage even when such eminent headliners as the Four Cohans and Maggie (*Throw Him Down*, *McCloskey*) Cline were on the bill. He kept his eyes riveted on his idol, then the king of ragtime piano players, from the opening overture to the exit march. Then he went home and put into practice on a rented upright all he had observed.

In 1908, when Wendling was 18

years old, these weekly piano lessons at Tony Pastor's paid off. Pete entered a ragtime playing contest that was held at Tammany Hall and won the national championship from a field of eight competitors, being awarded the Richard K. Fox Gold Medal by the judges, one of whom was Mike Bernard and another Tod Sloan, the first jockey to ride a horse's neck and whisper encouragement in a bangtail's ear on the run to the wire. The gold medal was a *Police Gazette* trophy comparable in ragtime piano playing circles to the diamond belts bestowed by the owner of this sporting and theatrical weekly on John L. Sullivan and other ring champions.

After graduating from high school, Wendling got a job as pianist at the Dewey, the first of Sam Fox's chain of motion picture theaters in New York City, Wendling left this 14th Street nickelodeon a few months later when Maurice Abrahams, composer of *He'd Have To Get Under To Fix Up His Automobile* persuaded F. A. Mills to hire Pete as a staff pianist. The next stop on Wendling's Tin Pan Alley itinerary was the musical publishing house of Watterson, Berlin & Snyder, where he met Lewis E. Muir, composer of *Waiting for the Robert E. Lee* and *Ragtime Cowboy Joe*, who not only schooled him in the tricks of popular songwriting but made him his vaude partner. The

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

team later went to England and played an eight-week engagement at the London Hippodrome. Irving Berlin also showed Wendling what makes a popular song click and, when the author-composer of *Alexander's Ragtime Band* opened his own publishing firm at the close of the first World War, Pete cast his lot with him.

Million-Copy Hits

Pete Wendling's name first appeared on the cover of a smash hit in 1916, when he wrote *Yaaka Hula Hickey Dula*, introduced by Al Jolson in *Sinbad*. Two years later he was credited with another million-copy seller, *Oh, How I Wish I Could Sleep Until My Daddy Comes Home*, and in 1919 he made it three in a row with *Oh, What a Pal Was Mary*. Then when *Take Me to the Land of Jazz* made it four of a kind and all aces, Wendling decided not to push his luck any farther and turned from songwriting to cutting master player piano rolls for the QRS Music Roll Company. During the 10-year span from 1919 to 1929 he was their principal recording artist, averaging 12 rolls a month for a grand total of about 1,500 matrices and making frequent guest appearances in music stores from coast to coast.

In 1929 Pete Wendling was back in a composing mood once more and came up with another smash hit, *There's Danger in Your Eyes, Cherie*, one of the first songs to be put on a movie sound track. Since then he's been taking life comparatively easy and gives his Steinway a real workout when a lyric like John Klenner's

On the Street of Regret strikes his creative fancy. Then he writes a melody that matches the words in excellence.

Pete Wendling's only claim to greatness, in his own opinion, is the fact that he has been married for 38 years to the same wife, the former Anna Frances Gillen, and niece of the famous vaude comic Tom Gillen. In a business that is noted for multiple nuptials, he believes his matrimonial record rates another medal like the one Mike Bernard pinned on his coat 41 years ago when he was acclaimed the ragtime playing champ of the U. S. A. And Pete proudly admits that his *Oh, What a Pal Was Mary* would have had a slightly different title if the word "Anna" had fitted the rhyme scheme of his biggest hit.

SONGWRITERS
COMING UP!

September 17 Issue

PERCY WENRICH

In Issues Subsequent to September
17 The Billboard Will PresentRICHARD WHITING
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SIGMUND ROMBERG
GEORGE GERSHWIN
RICHARD RODGERS
VINCENT YOUMANS
J. BALDWIN SLOANE
ARTHUR SCHWARTZ
HARRY RUBY

PETE WENDLING'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Poplar Songs

- 1916—**YAAKA HULA HICKEY DULA**
Lyrics by E. Ray Goetz and Joe Young. Mills Music, Inc.
(Available on Decca 5029 in A-462, Ray Kinney's Hawaiians).
- 1918—**OH, HOW I WISH I COULD SLEEP TILL ME DADDY COMES HOME**
Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.
- 1919—**OH, WHAT A PAL WAS MARY**
Lyrics by Edgar Leslie and Bert Kalmar. Mills Music, Inc.
(Available on Decca 24908 in Album A-1919, Ted Straeter and his orchestra.)

ALL THE QUAKERS ARE SHOULDER SHAKERS DOWN IN QUAKER TOWN

Lyrics by Edgar Leslie and Bert Kalmar. Mills Music, Inc. Edgar Leslie, Inc.

*TAKE ME TO THE LAND OF JAZZ

Lyrics by Bert Kalmar. Mills Music, Inc.

TAKE YOUR GIRLIE TO THE MOVIES

Lyrics by Edgar Leslie and Bert Kalmar. Mills Music, Inc. - Edgar Leslie, Inc.

1927—RED LIPS, KISS MY BLUES AWAY

Lyrics by Jimmy Monaco. Lyrics by Alfred Bryan. Mills Music, Inc.

THERE'S SOMETHING NICE ABOUT EVERYONE BUT EVERYTHING NICE ABOUT YOU

Lyrics by Alfred Bryan and Arthur Terker. Mills Music, Inc.

1929—THERE'S DANGER IN YOUR EYES, CHERIE

Lyrics by Harry Richman and Jack Meskill. Bourne, Inc.
This song was introduced by Harry Richman in the United Artists' film, "Putting on the Ritz."

WONDERFUL YOU

Lyrics by Max Rich and Jack Meskill. Mills Music, Inc.

1930—I'LL BE BLUE JUST THINKING OF YOU

Lyrics by George Whiting. Leo Feist, Inc.

SWINGING IN A HAMMOCK

Lyrics by Tot Seymour and Charles O'Flynn. Bourne, Inc.

1932—I'M SURE OF EVERYTHING BUT YOU

With George Meyer. Lyrics by Charles O'Flynn. Words & Music, Inc.

1934—I BELIEVE IN MIRACLES

With George Meyer. Lyrics by Sam Lewis. Leo Feist, Inc.

1937—I WOULDN'T CHANGE YOU FOR THE WORLD

With George Meyer. Lyrics by Mack David. Bregman, Vooco & Conn, Inc.

1939—QUICKER THAN YOU CAN SAY "JACK ROBINSON"

With George Meyer. Lyrics by Mack David.

1941—ON THE STREET OF REGRET

Lyrics by John Klenner. Blossom Music Corp.
(Available on Capitol 15089, Freddy Stewart with orchestra.)

VOX JOX

EASTERN BEAT . . . Bob Snyder has started a new jock show over WOKO, Albany, N. Y. . . Dick Richmond, WLBR, Lebanon, Pa., emcees the Hershey Park Amateur Jamboree every Wednesday at the chocolate capital. . . Bettelou Purvis, WPGH, Pittsburgh, is beating the drums for 18-year-old Don Washington, local singing discovery. . . Mary Dee, fem Negro jock at WHOD, Homestead, Pa., after a year on the air, is pulling 90 to 100 letters a day. . . Alix Blake, WENT, Gloversville, N. Y., sang with the Alan Holmes ork at the Tavern on the Green during a recent visit to New York. . . Scott Douglass, formerly of WFCL, Providence, is heading home for Hollywood on a job hunt. . . Betty McDowell, WOTW, Nashua, N. H., will be married October 1. . . WTWN, St. Johnsbury, Vt., on the air a month, is elated over the fine response to its three deejays, *Dave Kenney*, *Dave Mohr* and *Guy Austin*. . . Harold Jackson, formerly with WINX, Washington, is branching out as a network deejay, being heard at WOOK, D. C., and WSID, Baltimore. Negotiations for three other outlets are in the works. . . Jon Massey has been signed by WWDC, Washington, to do a daily morning show and a Saturday night show.

PHILLY PHADDLE . . . Bon Bon, once vocalist for the late Jan Savitt, who has his own daily disk show on WDAS, called the "Bon Bon Show," embellished his interview with Louis Armstrong by bringing every member of Satchmo's all-star sextet before the microphone. On succeed-

ing days he paraded before the mike Bullmoose Jackson, Dinah Washington, Paula Watson and Duke Ellington. . . Walt Maguire, record promotion chief for Kayler Distributing Company, made the rounds of the town's deejays with three artists linked to the Coral label, making as many trips around the record circuit with the Ames Brothers, Bill Darnell and Bob Eberly. . . Henry Hale is filling in for Joe Negro's spinning shows on WDAS while the latter vacations. . . Leroy Miller added two more participating sponsors to his early-morning "Leroy Miller Club" on WFIL—the Park-In Theater Company, operating drive-ins here, and the Whitehall Pharmaceutical Company, for Anacin. . . WIP's Mac McGuire is also doing an evening platter show from the Musical Bar of his newly opened Club Shaguire across the river via WCAM, Camden, N. J. . . Maestro Gordon Jenkins and British disk star Dorothy Carless came to town to help KYW's Stu Wayne do his spinning show from the new showrooms of Wilkie Buick, Inc. . . Al Owens, WFGP, Steel Pier, Atlantic City, uses calypso singer Duke of Iron as a once-weekly guest deejay. Al, by the way, admits to a gorgeous fluff on a recent show. He introduced a TD disk with Gordon Polk as the vocalist—only it came out as "Golden Pork."

WESTERN WAX WHIRL . . . Warren Topp is deejay and program director at KSIM, Sikeston, Mo., switching from WTMV in St. Louis. He replaces Dick Watkins, who married a nurse from Nova Scotia and is now announcing there. . . Don Bell, KRNT, Des Moines, recently played host to Tommy Dorsey. . . Pat Herson, WKOW, Madison, Wis., recently did his show 2,000 feet above the city in a Navy "Constitution." Todd Purse, WJLB, Detroit, does the vocals on the new ABC-Eagle release, "Cryin' All the Way Home."

Heidt Unit of 60 Starts 18-State 1-Nighter Tour Sept. 19

(Continued from page 3)
 tions and newspapers. Among the sponsors this time will be Lions, Rotarians, Kiwanis, Chambers of Commerce, B'nai Jehudah, Izaak Walton League, American Legion, Veterans of Foreign Wars, colleges and church groups. The show will travel a total of 7,439 miles in 70 days.

The main Heidt unit is composed of the acts, musicians, five advance men, radio producer Jerry Bowne, musical arrangers Harrison Carlyle and Dick Hummer, two secretaries, an accountant, and a public relations man. The advance men are routed so that a total of three men work each city on the itinerary at various intervals. The first man sets up auditions for local talent, giving the local web station and sponsor time to publicize the local auditions, which are open to anyone. He hits the city approximately five weeks in advance of the engagement.

The second advance man reaches the city two weeks ahead of the date, holds the auditions set up by the

first man, follows thru on the ad campaign, and plugs holes in the publicity set-up. The third man is the trouble shooter, arriving one week ahead of the date, checks the advance sale, and provides gimmicks in the event of a lag.

In addition to Horace Heidt's own unit, Leer has been handling the Dick Contino Show and the Horace Heidt Parade of Stars unit, both of which feature talent the main show has turned up. The Parade of Stars unit, however, is due to fold October 1. All of its participants, including Heidt's recording artist, Harold Parr, will be absorbed by either the main unit or Contino's show. The unit has run for a year and a half and played mainly in theaters, including the RKO chain. Both of the road units have been composed of approximately 25 persons, plus three advance men.

Heidt is currently working on the packaging of TV shows. He has no immediate plans to appear on them personally, however.

ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

Charlie Ventura

(Reviewed at Bop City, New York, August 23. Personal manager, Don Palmer. Booked by Associated Booking Corporation.)

TRUMPET: Conti Candoli.
 TROMBONE: Bennie Green.
 SAXES: Boots Mussulli, alto and bary.
 RHYTHM: Teddy Kaye, piano; Ed Shaughnessy, drums; Red Mitchell, bass.
 TENOR SAX, BARITONE SAX AND LEADER: Charlie Ventura.
 ARRANGERS: Roy Kral, Boots Mussulli and Pete Rugolo.
 VOCALS: Betty Bennett.

The small but compact and big sounding Charlie Ventura "polite" bop crew appears to have successfully straddled the loss of the Roy Kral-Jackie Cain team—a loss which had been likened to a kiss of death in most jazz circles. This group, which is primarily geared for concert presentation of the type Bop City affords, may have lost some ginger and spice in the Kral-Cain team, but it is making up a good deal of it with more adroit and varied musicianship.

The accent still is on the voice-instrument blend originals which set the Ventura unit afire over a year ago. Thrush Betty Bennett does the man-sized chore of replacing Kral and Cain, with Ventura's tenor horn and simulating what's missing from the original sound. It's still plenty distinctive despite the fact that there have been many efforts to copy the idea.

The group works with considerable more polish in presentation than it has ever shown previously. And the individual tootlers all are of a high caliber. Bennie Green's tramping is a standout, while ex-Kentonite Boots Mussulli turns in many moments of fluid and driving alto sax work. Ventura, tho he is going more and more for preconceived musical tricks, still blows one of the few "different" sounding tenor horns in the business and makes use of the same style in getting off an occasional bary sax "go."

Ventura has been working up a dance library in order to open up the one-nighter field for his unit and, considering the group's collective musical abilities, should be able to do a good job of it. With his Victor recordings, backed by a "Bop for the People" promotion, Ventura's group should have little difficulty in finding a reasonably high level income niche among the jazz dispensing outfits.
 Hal Webman

Count Basie

(Reviewed at Bop City, New York, August 23. Personal manager, Milton Ebbins. Booked by General Artists Corporation.)

TRUMPETS: Jimmy Nottingham, Clark Terry, Emmett Berry, Harry Edison and Gerald Wilson.
 TROMBONES: Dickie Wells, Ted Donnelly and George Matthews.
 REEDS: Earl Warren, Jack Washington, Weasel Parker, Paul Gonsalves and C. Q. Price.
 RHYTHM: Butch Ballard, drums; Cookie Parker, bass; Freddie Greene, guitar.
 VOCALS: Jimmy Rushing, Earl Warren and the Rag Dolls.
 ARRANGERS: C. G. Price, Buster Harding, Jimmy Mundy and Gerald Wilson.
 PIANO AND LEADER: Count Basie.

Basie's swinging and shouting again. It took the Count about a year to find out that bop and Basie just don't mix. So it is a pleasurable duty to relate that the particular kind of Basie drive and bite still is with us and will remain just so long as the Count is around to dish it out.

There is much that is new and worth while, box-office-wise, with the divorce from bop possibly the most important item. Newest commercial touch to the Basie band is the formation of a vocal quintet, the Rag Dolls. They whisper-sing in the tradition of the Lunceford Trio while the band plays with the Basie rock. The group was displayed in a smart original, *St. Louis Baby*, on this job.

On this concert-type engagement, Basie's brass section emerged as one of the most formidable in the business. It shouted, rocked and swung to help make up for some of the decided loss of prowess in the Basie rhythm section. Not that the section has fallen below the average. Rather, it has come down closer to the average. It still is potent, especially when Basie's at the piano to punctuate the rhythm.

At this writing Basie was bringing in a new tenor man, Jimmy Tyler, a showman-honk-and-squeaker in the Jacquet tradition and who should substantially increase this band's still solid turnstile value.

Basie has improved tremendously as a showman and makes a most personable front for his band. He still makes with his distinctive single finger piano figures for effective results as well as for a marked identification.

A hit Victor record would just about straighten whatever problems exist with this edition of the Count's crew. And based on the current

Decca Royalty Plan Outlined; Rackmil Seeks Payoff System

(Continued from page 18)
 song contracts, which provide that the disker pay royalties based only on net sales.

Rackmil, in clarifying the Decca position in the royalty uproar, said that he has submitted proposal for a new royalty pay-off plan. The Rackmil plan is based on two key points:

1. Decca will retain 10 per cent of each publisher's royalty statement for a two-year period. At the end of the two years, Decca's accountants will audit each statement to make full deductions for returns against the withheld 10 per cent.

2. In the event the withheld 10 per cent does not sufficiently cover the number of returns on each given statement, then Decca proposes to pay 50 per cent of the losses beyond the withheld money to the publisher to cover the writer's share. And the publisher and Decca would share the remainder of the loss.

According to Rackmil, he figures such an arrangement could mean \$75,000 to \$100,000 annually to the Decca firm.

Rackmil said that he felt it would be unfair to propose a flat percentage deduction for returns similar to the Victor 8½ per cent suggestion of some months ago. However, he said that he could not see why a disker should shoulder the full loss on royalties which, in practice, have been paid on unsold disks.

The Decca prexy explained that the second quarter pay-off was not a precedental thing. He said that Decca had paid off in the first quarter in similar fashion. The pay-off was based on lump deductions for returns accrued to the individual publisher's tunes. If returns outnumbered the sales for a single tune, which started in the previous quarter, then the difference was taken from the total of the pubber's current statement. This procedure caused pubbers to holler that they had already paid off the writers on the previous quarter's statement, couldn't get back this money and, therefore, would suffer a loss on the current statement. Rackmil claimed that the total amount of money involved amidst the mountain of protest was about \$5,200.

Rackmil made it clear that Decca intends to press its proposed pay-off system. He added that, in spite of all the protest and hot talk, Decca to date has received only one formal complaint and that one other pubber has phoned in to moan about it.

Rackmil explained that the proposed new method of payment would simply bring into the open the matter of deducting for returns. Tho Decca has practiced 100 per cent payment

on all disks sold in a given quarter in the past, according to the prexy, it has been said that other diskers automatically deduct for returns without showing these deductions on their statements. Decca's plan would put the entire royalty question on an open-and-shut business basis, claims Rackmil.

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Beechwood Pub Eyes BMI Affil

NEW YORK, Sept. 3.—Beechwood Music, publishing subsidiary of Capitol Records, is in the process of affiliating with Broadcast Music, Inc. Until now, the firm has had no connection with a licensing organization.

Beechwood serves as a depository for unpublished originals recorded by Capitol—most of these in the country and Western and blues and rhythm fields.

LONDON GETS TWO

(Continued from page 20)
 purchases here.

Meanwhile, London has moved its local juke op depot (for counter selling) to larger quarters at 602 10th Avenue.

Ernie Coleman this week was named sales manager of the New York London distributing branch.

work of the band, there's no reason to believe that it won't come along very soon.
 Hal Webman

MUSIC-AS WRITTEN

New York:

Charlie O'Brian, assistant sales manager of Times-Columbia, local disk distributor, has left to go into business for himself. . . . Mario Lanza, young tenor recently signed by RCA Victor, has been signed for four additional MGM films, following his debut in "That Midnight Kiss." They are "Kiss of Fire," "Show Boat," "Jumbo" and possibly "The Life of Caruso." . . . Folk singer Shorty Long, a Victor artist, goes to the West Coast in early October for picture work and a personal appearance tour. Bobbie Bennett is handling the expedition. Shorty's voice was heard singing "Rodger Young" in the recent Warner-Pathe Newsreel covering the burial of the war hero. . . . Bass man Eddie Safranski is leaving the Charlie Barnet band. . . . Chirp Beverly Brooks left Charlie Ventura's band because of illness. She's the wife of Ventura's manager, Don Palmer.

Jimmy (Baby Face) Lewis, blues-ballad singer and guitarist, has been signed to an exclusive disk pact by Atlantic. . . . Chirp Mindy Carson has been inked to do her first theater date at the Capitol some time before mid-December, tho a definite opening date hasn't been set. She reportedly goes in for a \$2,000 weekly figure. . . . Alys Robi, French-Canadian lyric writer and a Victor recording artist, is in a Canadian hospital. . . . Sy Kertman, formerly with Capitol Records in Buffalo, has joined Virginia Wicks' flackery here. . . . Pat Terry returned to the Roxy as production singer August 26. He also waxed for Hi-Tone last week. Terry now does two shows daily, five days a week, over WINS.

Sid Ascher and George Schreier have pooled their publicity and public relations set-ups. Schreier is a former sports columnist and American Broadcasting Company (ABC) flack. . . . Apollo's sales manager, Irv Katz is on the road visiting Southern distributors. . . . Boppers Tadd Dameron and Miles Davis are starting a big band. . . . Young Peoples' Records has bought two kiddie song packages from Leo Israel and Rudolph Goehr. Both are skedded for fall production.

The George Simon pubbery's Christmas song, "The Jolly Old Man With the Bright Red Coat and the Whiskers on His Chin," was cut by Vaughn Monroe for Victor. . . . Publicists Arthur White and Ozzie Gaines have opened a flackery here. . . . Lou Levy left for the Coast for the Andrews Sisters' reopening of their Campbell soup show on CBS Monday (29). . . . Fran Warren opened at the Chez Paree in Chicago Thursday (25).

Joe Shribman has become personal manager for Bill Darnel, Coral recording artist. . . . Columbia artists-repertoire man Joe Higgins went on vacation last week. . . . The Errol Garner Trio and warbler Johnny Hartman joined forces for a Mercury recording date last week. . . . Fernando Castro, head of the Peer-Southern Latin-American music department, entered the Polyclinic Hospital Friday (19) for treatment of a foot infection.

Doris Drew, new thrush from the Coast, comes East for her first appearance here at Bop City, October 2. Bill Burton's her personal manager and she is due to ink a booking deal with General Artists Corporation (GAC). She has also been signed to an MGM recording contract. . . . The song-writing team of Ben Raleigh and Bernie Wayne has split. The boys penned "Laughing on the Outside" and "You're So Understanding," among others. . . . Sid Tepper and Roy Brodsky, who wrote the recent hit "Red Roses for a Blue Lady," have come up with a sequel, "Thanks, Mr. Florist." Mills, who published the original, is also publishing the follow-up.

The board of directors of Music You Enjoy, Inc., kidiskery, has appointed Mrs. Darcy Slauson president of the outfit, pending settlement of the estate of the late president, Harry Allerton. . . . Larry Green, Vox Records' veepee, heads for Ohio and Western Pennsylvania this week to line up new distributors. . . . Santly-Joy plugger Johnny Losh has joined Kramer-Whitney Music on the Coast. . . . Bibletone Records has moved to new larger quarters at 50 East 11th Street. . . . Morris Diamond, formerly with Nicky Campbell, started working for Dave Dreyer & Company August 29. Dreyer himself went to Chicago the past week to set a new man there.

Pat Lockwood is the new vocalist with Artie Shaw's 17-piece dance ork. . . . Orkster Larry Fotine, currently appearing at the Melody Mill, Chicago, cut his first transcriptions for World. They'll be released this month. . . . Country vocalist Dolph Hewitt, heard over WLS, Chicago, has signed an exclusive recording pact with RCA Victor.

Attorney Lew Dreyer moved into the new offices of his own law firm this week. . . . Contact man Johnny Green left Warren Music, Loew's publishing subsidiary. . . . Louis Adatto, of Leslie Distributors, flew to Venezuela and the Caribbean area last week to investigate the South American disk market. . . . Eddie Wilcox ork opens at the Apollo Friday (9). . . . Chappell has taken over the Ted Mossman-Sherm Feller song, "If I Were You," from Fanfare Music. . . . Herb Wald, former T. B. Harms plugger, has been appointed California rep for Knickerbocker Music. That pubbery recently acquired "Where Are Your Blue Eyes?" causing some attention via a Dana waxing.

Ink Spots, originally skedded for eight weeks in British theaters, were extended to 16, after their opener at the Empire Gardens in Morecambe. . . . Lucky Wilbur has been named Coast contact man for Campbell Music. . . . Robert Mills, formerly with the American Academy of Music, has been upped to the sales department of Mills Music, the parent firm.

Savoy Records has signed blues singer Billy Wright to an exclusive contract. . . . Herman Lubinsky, Savoy topper, has several unissued sides on hand by pianist Errol Garner, which will now be issued on the Regent rather than Savoy label. . . . Edouard Barclay, head of the Blue Star, Riviera, and Classic labels in France, and agent in that country for Mercury, Circle, and Dial disks, is in town with his wife.

Alex Bard, RCA Victor's international department head, left for Chicago to cut sessions with the bands of Johnny Vadal and Ernie Benedict. . . . Dick Brown, vocalist on "Stop the Music," cut for Rondo Records last week. The date was supervised by the diskery's Eastern rep, Gene Gold. . . . Johnny Tyler, Victor cowboy diskery, is on a personal appearance jaunt in Alaska, starting September 6. . . . Another RCA Victor vocalist, Fran Warren, has been signed to do a short for Gotham Films. The title is "So You'd Like To Be a Singer." . . . The Deep River Boys are on a theater and

concert tour of the British Isles. They return home in mid-October. . . . Blues warbler Laverne Ray held a cocktail party for the trade at the Baby Grand, Monday (29).

Paul Brenner, WATT deejay, asked listeners to send mail to Barclay Allen in his care and got more than 75 letters in three days. Allen is at the Washoe County Hospital in Reno, seriously injured in an auto accident. . . . The new Joe and Harry Santly pubbery has been named Sanson Music. . . . Pubber George Weiner acquired the tune "I Still Love You" from Jack Philbin's now inactive John Thomas Music.

Chicago:

Tommy Hilliard, son of Jimmy, the Coral a-and-r. chief, is the writer of "Long John Blues," the current Dinah Washington Mercury hit. . . . Peggy Murdoch is leaving Jimmy Featherstone's ork in several weeks. . . . Allan DeWitt and his band cut four sides last week for the new Barthel label, operated jointly by Jack Barthel, local pubber, and Nick Wayne. Disks will retail at 79 cents. . . . Joe Musser, of Associated Booking's cocktail department here, became father of a daughter, Elaine Dee, August 12 in Chicago, while orkster Eddy Howard was presented with Eddy Jr. August 22 in Chicago. . . . Henry Durst, McConkey band chief, denied the story that his office had gone after the Spivak band as was reported previously. . . . Ken Harris, whose ork is currently at the Schroeder Hotel, Milwaukee, has been given his release by MCA. . . . Roy Mack is working in the McConkey band department. . . . Ted Cooper, the former Charlie Barnet road manager and rep of Barnet's Indigo music, is now program director at KHAS, Hastings, Neb. . . . Audience participation is coming back in location jobs, with Don Robey's ork being held over because of their giveaway gimmicks at the Lake Club, Springfield, Ill., while Howard Leroy is drawing an indefinite stay at the Henry Grady Hotel with his audience gimmicks. . . . Tiny Hill currently doing seven weeks of one-nighters, before starting a Midwest theater tour. . . . Miracle Records has signed the Bill Samuels Trio, once a Mercury property. . . . Swingmaster label has secured a series of old Sunbeam sides by Little Miss Cornshucks which will be released shortly.

Philadelphia:

The newly reorganized Three Peppers will open their first local date at the Club Del Rio September 12. . . . Carl Kappler has placed his novelty ditty, "I'm a Wreck," with Savoy Music. . . . Jolly Joyce Agency adds the Victor Hugo Sextet to its stable. The maestro is a one-time trumpeter with Paul Whiteman. . . . At near-by Atlantic City, Irving Fields will close a 10-month stand at the Sun and Star Roof of the Hotel Senator September 15, opening the following night with his recording trio at the Raleigh Room of the Hotel Warwick in New York. . . . Also in Atlantic City, Eddy Bradd chalks up 10 years of music making at the Surf 'n' Sand Room of the Seaside Hotel.

802 Skeds Hot By-Law Sesh; Vote on 50 Suggested Changes

(Continued from page 17)

also suggest that the Local's operating expenses can and should be pared before the attempt is made to get more money from the members. Several of the resolutions on Monday's agenda suggest how this may be done: (1) The policy of paying members of the exec board amounts in excess of their legal salaries for "extra services" to be discontinued; (2) counsel fee to be reduced from the present \$15,000 (paid to A. A. Berle) to the former \$8,500 (the fee paid to Harry Sacher, ousted later for alleged "Red" activity); (3) the size of Allegro, Local journal, to be reduced to tabloid; (4) exec and trial board salaries to be reduced from \$125 to \$100 weekly; (5) the exec board to double in brass as the trial board, and (6) appointment of employees whose salaries exceed \$50 weekly to be approved by the membership.

These recommendations are reported unfavorably by the exec board.

The Unity and Coalition parties, which have been licking their wounds since last year's closely contested election, are again holding strategy meetings and readying leaflets in anticipation of the by-law meeting.

Engagement Tax

One of the other Blue-okayed proposals would create a welfare fund financed by an engagement surtax to be paid by employers. The opposition agrees with this in principle, differing from the administration only in setting the amount of the proposed tax at 3 per cent. The administration would prefer not to bind themselves to a set figure, but rather to work out the amount needed for the fund by actual calculations.

Many of the remainder of the resolutions imply criticism of the admin-

istration's operations in various areas of Local activity. Among the proposals are suggestions that would: (1) publicize the vote of each member of the exec and trial board on matters appearing before them; (2) publicize trial board proceedings; (3) prevent salaried Local employees from playing engagements; (4) present master contracts for membership ratification before consummation, and (5) award relief benefits on an equal basis to members who have three or more years in the Local.

Voting and Elections

A dozen of the resolutions are addressed to voting and election procedure. One asks that offices of the Local be closed on election day. The board turned thumbs down on this on the grounds that it would "deprive a large number of the members of the franchise by denying them the opportunity to pay dues and to enable them to participate in the election." Another resolution would limit the franchise to members of at least a year's standing. This was reported unfavorably by the exec board, "undemocratic . . . since it would deprive many members of their right to vote." Another proposes enrollment of members prior to voting. This, too, was reported unfavorably.

One resolution is addressed to job opportunities. It asks that notice of terminating steady engagements and opening of new steady engagements be posted on the bulletin board. This was disapproved by the exec board.

How 50 resolutions can be voted on, no less discussed in one membership meeting, no one seems to know. Continuation meetings may be voted to finish the by-law business, but old 802 hands say that no amount of meetings could possibly wrap it all up in the visible future.

VAUDE GAZES INTO CRYSTAL

Houses Outside Det. Plan Flesh, No Policy in City

DETROIT, Sept. 3.—The organization of a suburban and out-State circuit of theaters using the Palace Theater type of shows, contrasts with the complete absence of a regular vaudeville policy in this city. The key house for the suburban area will be the 1,500-seat Harbor Theater, located about 10 miles south of downtown in the downriver suburb of Ecorse, which breaks in its unit September 18 upon a split-week basis, playing Sunday thru Tuesday. The Harbor, operated by Andrew and Daniel Brovi, was opened just under a year ago as a motion picture house.

New Set-Up
Under the new set-up, the house will advance prices from 50 to 60 cents for adults and from 20 to 25 cents for children. A second run B picture, will also be used.

For the other four days, the house will continue its present policy as a key or third run film house, playing standard double bills at the old admission prices.

Ernie Mitchell's band, a five-piece unit, will go in as the house band to go with the five-act vaudeville bill. The Mount Clu Agency, New York, are the bookers.

The Harbor will follow Toledo, 55 miles south, and precede dates set for the Harold Bernstein circuit at Bay City, 100 miles north, and a theater at Flint, Mich., 60 miles north, allowing jumps for acts between dates on the circuit.

M'pls House Off; 31G for Crosby

MINNEAPOLIS, Sept. 3. — A \$31,500 gross for the week ended September 1 was racked up by the Bob Crosby-Three Stooges-Penny Edwards-Ted Weems unit at Radio City Theater (4,000 seats).

The take was under the \$42,000 recorded by Frankie Carle's ork and the Mills Brothers week of July 8 and below the \$43,000 house record set several years ago by the Tex Beneke ork.

The house scale was 50 cents until 1 p.m., 65 cents from 1 to 5 p.m. and 75 cents after that hour. Sunday's ads were 65 cents until 1 p.m. and 75 cents thereafter.

The next flesh offering is set for the week of September 16 and will include Edgar Bergen and Charlie McCarthy, Tony and Sally De Marco, Yvette and Vic and Adio.

Hollywood AGVA, AFM Relations OK

HOLLYWOOD, Sept. 3.—It's still beaches and cream as far as relations between locals here of the American Federation of Musicians (AFM) and American Guild of Variety Artists (AGVA) are concerned. Despite AFM Prexy James C. Petrillo's saber rattling in AGVA's direction, Eddie Rio, AGVA head here, told *The Billboard* that the same feeling of friendly co-operation exists between AFM and AGVA locals.

Rio said he will abide by rules and regulations of AGVA's national body in the matter and will neither back down nor seek to initiate differences with musicians here.

Misinterpretation

CINCINNATI, Sept. 3.—Consternation reigned for a time in local RKO offices this week following the receipt from its New York headquarters of a terse note, "Explain this, please," attached to a clipping of the story headed "So Biz Is Bad!" which appeared on page 3 in last week's issue of *The Billboard*.

Apparently misinterpreting the story, the New York office seemingly conceived the idea that one of its local execs was speaking out of school and taking a pot-shot at vaudeville. Neither was true. The story arose from a harmless phone conversation, and rather than serving as a blast at vaude it merely reiterated what has long been known wherever vaude is shown, that a good vaude bill will always outdraw the average straight-picture fare.

Vaude House For Hoboken

NEW YORK, Sept. 3.—The Rialto, Hoboken, will reopen with vaude September 15 under a new operator. For the past few summers the house, which seats 1,100, has played subway circuit legiters. Before that it was a burly stop on the Columbia Circuit.

The new policy will call for six acts plus a flicker working on a split-week basis. One bill will be in for four days and one for three. There's a possibility that vaude will be split into three days each, with Sunday given over to concerts. The house will be scaled from a 40-cent to a 75-cent top to compete with picture theaters in the area.

The new op will be Michael Russo, who has leased the spot for five years, with options, from Pat Munda. The booker will be Mickey Owens.

Two-Union Bomb Explosion

Beverly Hills Club, N. O., Sets Reopening

NEW YORK, Sept. 3.—The Beverly Hills Club, New Orleans, will reopen its season October 22. The first show will consist of Jackie Miles, Luba Malina and Beatrice Kraft.

Subsequent shows will have Joe E. Lewis, Dorothy Shay, Betty Bruce, Danny Thomas, Mitzie Green and others now being set.

B'port's Fire Law Threat

BRIDGEPORT, Conn., Sept. 3. — Fire Chief Martin Haydon assailed the failure of many niteries and operators of places of public entertainment in this city to comply with regulations of the State Fire Safety Code pertaining to auxiliary lighting systems. He said last week that he would not sign liquor permit renewal applications for any spot which had not complied with the requirements of the law.

He stated that "State regulations regarding the lighting systems have been explained to proprietors of these places by the fire department and

Where Is It Going? Work's Up 400%, But Not Constant With Split Weeks, Spot Dates

Total Time 40 Weeks on Chains; Indies Have Problems

(Continued from page 3)
weeks an act can work without layoffs.

RKO, for example has the most work. It has about 14 weeks divided among Boston, Cincinnati, Cleveland, Chicago; Newark, N. J.; Sioux City, Davenport and Cedar Rapids, Ia.;

Union Oil Preps Anniv. Tour of 30-City Vaude

HOLLYWOOD, Sept. 3.—Union Oil Company of California has commissioned William Morris Agency to organize and produce a vaude show which will tour 30 principal Western cities as part of oiler's 60th anniversary celebration. One of the largest theatrical deals made by an industrial firm, show will open a six-week tour of one-nighters in March of next year, playing theaters and auditoriums thruout this area. Admission will be free and by invitation only, tying in with local dealers and distributors of the firm's products.

William Morris act department exec Ben Holzman will be in charge of the show, which will include standard vaude acts built into a revue-type presentation running well over an hour. Show will also feature a 30-minute motion picture being made to order by Hal Roach studios. At least 50 artists will be required, according to present plans, plus ork and administrative personnel.

Minneapolis; Kansas City, Mo.; Dayton, and Columbus, O.; Rochester, N. Y., and Syracuse. But with the exception of its New York Palace and RKO Boston, it runs its Palace-type shows in different cities one each month. Many of its towns have split weeks, and some are open for only spot shows. The chain hopes to open additional houses in the future.

In its heyday, the Keith Time, predecessor of the present RKO, had two years solid work on the road. New York alone had 10 to 12 weeks.

Interstate Set-Up
The next largest is the Interstate Time, out of Texas, with eight weeks in the Southwest. The chain started its shows August 18 and closes them in Memphis October 9. However, many are split weeks and some are one-nighters. This return of vaude to Interstate isn't by any means a set policy. It plans to send out additional shows after Thanksgiving, and if it then pays off, it may continue it on a regular basis. In the old days Interstate was good for at least 50 solid weeks.

The Schine Circuit, extending from Montreal down thru small towns in New York State into Lexington, Ky., has between six and seven weeks. Most of it is split between two and three-day dates booked by the Dow office. Abe and Joe Feinberg have about 2½ weeks of total time broken up into split weeks in Pennsylvania and Providence. The Sherman office has split-weekers and one full week between Newark, Reading, Pa., and Paterson, N. J. The Hippodrome, Baltimore, booked by Sherman, has dropped flesh, tho it is possible it may

(See Vaude Gazes on page 56)

Cincy Front Serene In Unions' Tangle

CINCINNATI, Sept. 3. — Local spokesmen for both the AFM and AGVA are agreed that there is little prospect that the latest James C. Petrillo edict concerning the AGVA will have any effect on local theater or niterie operation. Contacted by *The Billboard* yesterday, Robert Edwards, local AGVA chief, said: "We have no quarrel with the musicians' union here, and neither is there one brewing. I don't anticipate any difficulty here."

Oscar Hild, president of local 1, AFM, told *The Billboard* that he couldn't foresee any immediate repercussion locally as a result of the Petrillo ruling. "Of course, if the thing expands into something national the local situation could change," Hild said.

there is no excuse for their failure to comply."

The code regulations became effective thruout Connecticut July 1.

Petrillo Asks AFM-ers Drop AGVA Cards

Agents Given Warnings

(Continued from page 22)
ized AGVA as "crooks" and accused it of raiding the AFM.

Barto made another appeal to Green July 25. He wrote him, "Too much time has been spent catering to the whims of Mr. James Petrillo, flaunting his dictatorial policies as he pleases. - Is the reluctance of the American Federation of Labor to intercede in the matter I have previously brought to your attention a tacit admission of fear of Petrillo, or will you as president of AFL . . . defend the rights granted in our AFL charter and constitution for which we are regularly remitting a per capita?"

(See Two-Union Bomb on page 51)

Bleacher Fan

NEW YORK, Sept. 3.—Howard, of the knockabout dance team, Helene and Howard, stopped off at the RKO booking offices where he was to meet his partner. He asked the receptionist if his partner had come in.

"There's a little blond girl here. Is that her?"

"Gee, I dunno," said Howard, scratching his head. "When I saw her a week ago she was a brunette."

Detroit Frolic Theater Folds After 3 Wks. of Negro Vaude

DETROIT, Sept. 3.—Frolic Theater, small north end house, has folded after three weeks' operation with a Negro stagelike policy. The house was recently taken over by Edward Frilick and redecorated.

Several operators had previously tried running straight pictures, including Detroit's only commercial experiment with 16mm. shows, but had given up. The house had been closed for over a year before Frilick tried it.

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NIGHT CLUB REVIEWS

Village Vanguard, N. Y.

(Wednesday, August 24)

Capacity, 125. Price policy, \$2 minimum. Operator, Max Gordon. Booking, non-exclusive. Publicity, Jay Russell. Estimated budget this show, \$900.

A new policy of grind shows started a month or so ago is apparently paying off. The night the show was caught the room was jammed. The present bill is almost entirely musical, with the only singing coming from Mary Osborne.

Miss Osborne, who's breaking in a single, is probably one of the top fem guitarists around. She plunks that amplified box with a skill and a sensitivity that is amazing to hear. She has now added some voice to give her act added commercial impact. Most of her songs were standard with some effective arrangements. As a canary, the girl is adequate, tho with her guitar playing she wraps it up for a pleasant package.

Mary Lou Williams holds down the middle with her wonderful piano work. Tho the girl has no peer on the Steinway among the fems, she has to be listened to very carefully. Unfortunately, cafe customers lose interest very quickly. Miss Williams has been around too long for this reviewer to tell her what to do to make her act more commercial. But it seems to us that an addition of familiar pops simply keyboarded could get wandering attention more surely than esoteric jazz arrangements which appeal to the cognoscenti.

The J. C. Heard outfit (piano, sax, drums, bass) played a couple of sets for sight values, backed Miss Osborne and played for dancing. The boys made quite a thing out of Caravan with Heard's exciting drum solos mesmerizing the audience.

Bill Smith.

Chez Paree, Chicago

(Thursday, September 1)

Capacity, 525. Shows at 8:30, 12 and 2. Operators, Joe Jacobson and Mike Fritzel. Booking policy, non-exclusive. Producer, Dorothy Dorben. Publicity, Bob Curley. Estimated budget this show, \$8,000. Estimated budget last show, \$5,500. Price policy, \$3.50 minimum with 55-cent cover.

Current bill is the first one in years at this showcase cafe in which there are only two supporting acts. Usual three-act support was cut to let headliner Danny Thomas give the audience its fill and still maintain the three-show schedule. Thomas is superlative, having reached a peak in nitery savoir-faire that's seldom equaled. He works nearly an hour every show with never a laughless moment, except when he's punching across his dramatic talent.

As usual, Thomas works in plenty of gags about his start at the 5100 Club here, but the continuity is smooth and the gags and dialects are sharp. He hits his peak in a 15-minute parody on *South Pacific* (SP) which he dubs *North Atlantic*. A top piece of writing, it includes parodies of every song in SP, with each better than its predecessor. Bit had the room in a tumult. Thomas spent his last 15 minutes doing a refurbished ode to a wailing Syrian that sent him off to salvos.

Tapster Ginger Kinney, a pocket-sized edition of a titan-tressed Petty girl, captured eyes with her chassis and work. She inserted plenty of whirls and spins in her excellent tap work to rate excellent mitting in the opening spot.

Thrush Fran Warren suffered in this booking, for the gal is a song stylist who depends upon her interpretation of a standard or pop to put her over. Crowd here was anxiously awaiting Thomas, and the gal didn't pack enough nitery fare punch. Her closing *I Wanna*, a special material bit with double-entendre chorus, was the only number that got attention. Gal has been getting little disk jockey play on her Victor sides, a factor which makes her almost unknown locally.

Production numbers were holdover. Cee Davidson's ork and Walter Popp, Thomas's 88-er, did excellent back-up jobs.

Johnny Sippel.

The Oasis, Los Angeles

(Sunday, August 21)

Capacity, 180. Price policy, no cover or minimum. Shows at 9, 11 and 1. Owner-operator, Eddie de Sure. Booking policy, non-exclusive. House booker, Eddie de Sure. Estimated budget this show, \$800.

This nabe spot caters to the campus trade of near-by University of Southern California. Occasionally, Eddie de Sure books a name or semi-name act to hypo biz, but more often utilizes spot to break in new talent. Apparently, this is one of the reasons Mal Hogan is on the bill with the Buddy Worth Trio and Carol (Mrs. Buddy Worth) who pipes with her hubby's group.

Hogan, young, personable chap with a smooth and easy bary voice, injects sincerity into his song interpretations, but lacks the confidence and stage presence which should come after more experience in facing a crowd. Hogan is faced with the necessity of developing a song style of his own for the showbiz scene is far too crowded with vocalists lacking individuality.

Buddy Worth's group (Worth on piano; Milt Moring, guitar; Dick (Bunky) Jones, bass) churns out a clean-cut brand of music-making, which is evidenced in its accompaniment of Hogan's songs and in supplying dance music. Buddy (he's songwriter Bobby Worth's brother) started the group about a year ago when he left his piano bench in the Tri-Tones. His cute and winsome wife, Carol Mitchum, adds considerably to the trio's salability. Her vocalizing doesn't excite the ear, but visually gal's song selling talents pull plenty of palms and show potential.

Lee Zhitto.

Ciro's Hollywood

(Wednesday, August 31)

Capacity, 400. Price policy, no cover. Shows at 9:30 and midnight. Booking policy, non-exclusive. Owner-operator, H. D. Hoyer. House booker, H. D. Hoyer. Press, Jack Diamond. Jini Byron. Estimated budget last show, \$3,500; estimated budget this show, \$4,000.

It's a sock show with Patti Moore and Ben Lessy in the spotlight. Riders, who fondly recall Moore-Lessy sessions at Slapsy Maxie's of a few years back, are delighted to find the comedy pair surpassing former laugh riots. Material is and written with a sharp pen aimed at keeping patrons' laughs rolling in rapid succession.

The twosome opens with a parody on old-time tunes presented in a manner that affectionately caricatures old vaude days. A series of take-offs on name attractions are integrated into a single routine which leaves 'em rolling in the aisles. In this, Lessy tells Miss Moore he can do anything her favorites do, and proceeds to try it. First in line, Jose Iturbi, whom Lessy brushes off with an occasional one-handed chord at the piano while he "directs" the ork with the other hand. He then uses his nose on the keys to fill in for the missing hand and brings down the house.

Take-offs on Dean Martin and Jack Cole win strong response. Version of the former was particularly appreciated, inasmuch as Dean Martin and Jerry Lewis had closed here the night before. High on the Moore-Lessy laugh ladder is the duo's *Breakfast in Bed*, a riotous routine based on Mr. and Mrs. morning shows, which is delivered complete with zany singing commercials. Number supposedly explaining how Lessy and Miss Moore joined to create their act is delivered to the strains of *South Pacific* medley. Equally laugh-worthy are such routines as *Sheik of Araby*; *Wait 'Til the Sun Shines*; *Nellie and The Mountains Ain't the Mountains Anymore*. Latter ends with a violent square dance, Lessy injecting the calls, while Miss Moore and dancer Walter Long, who appears earlier in the bill, pair off as partners. For the wind-up, Moore and Lessy blend voices on a parody of *Baby, It's Cold Outside* ("We really must go").

Walter Long opens with an impressive display of dance technique. His routines show imagination and originality, and their flawless execution points up this lad's capabilities. Jack Nye, a capable Steinwayer in his own right, fronts the ork, supplying appropriate support for acts and dance music for the patrons. Bobby Ramos's rumba combo is held over.

Lee Zhitto.

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VAUDEVILLE REVIEWS

Strand, New York

(Friday, September 2)

Capacity, 2,700 seats. Price range, 75 cents-\$1.50. Four shows daily. Warner Chain Booker, Harry Mayer. Show played by name band on bill.

This theater's return to flesh is a 37 1/2-minute stagershow consisting entirely of socko Latin music and chanting by Xavier Cugat's 23-person outfit. While it was good, it is doubtful if a straight Latin fare with no side dishes is the answer to declining b. o. figures.

Cugat, fronting his band in good fashion, got laughs for his broken English intros and pitches. He used his Mexican hairless dog for a giggle, he used a small doll (lost on the stage) for the same kind of effect. He joked about his sidemen. But all of it added up to a dance band on stage and no dancing in the aisles. The fact that Cugat is doubling from the Astor Roof may have accounted for the lack of running time. But whatever the reason, the show needs a comic and some singing which isn't all in one tempo.

The only relief from straight rumba and samba was a dance team, Tato and Julia, an exciting couple which went thru the usual Latin dances ending with the inevitable water-filled glasses balanced on their heads.

The house was jammed opening day, but from the reaction of the crowd, it too was amazed at the brevity of the stagershow and the lack of laugh material.

Picture, *White Heat*. Bill Smith.

Palace, Milwaukee

(Wednesday, August 31)

Capacity, 2,800. Price policy, 50 to 98 cents daily. Four shows weekdays; five shows week-ends. Booking policy, non-exclusive. Show played by Palace Theater house band.

The show itself ran smooth, the gross was off the first three days, for the Beer City is acquainted with only two members of the *Grand Ole Opry* show, booked here from WSM, Nashville. Comedy acts, Rod Brasfield and Minnie Pearl, pipe in here weekly over the NBC weekly seg of the *Opry*. A check of record stores here revealed that h. b. disks are not stocked in the majority of stores.

Show opened with the house ork, garbed in rustic shirts and bandana, going into a h. b. medley. Then Cowboy Copas and his King recording Oklahoma Cowboys took over, with the powerful baritone doing a series of his standard hits, including *Filipino Baby* and *Signed, Sealed and Delivered*. Copas's four-piece ork is an excellent stage musical group, eliciting frequent hands for their showy musical presentation. Entire group, inspired by the leader's ready smile, sparkled.

Comedian Lazy Jim Day scored nicely with his casual presentation of a series of novelty songs, before going into a good Kentucky clog closer. (See *Palace, Milwaukee*, page 46)

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Paramount, New York

(Wednesday, August 31)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Number of shows, four daily; five Saturdays. House and chain booker, Harry Levine. Show played by Carmen Cavallaro's ork.

The Paramount has a box-office natural in its new flicker, Bing Crosby's *Top o' the Morning*, so the management deserves credit for booking a stage bill of its present high caliber. The new presentation, while no show stopper, is smoothly staged and pleasantly presented with solid entertainment values provided by Carmen Cavallaro's polished pianistics and the youthful vitality of the De Marco Sisters.

Cavallaro, a suave emcee and fine pianist, more than compensated for his musicians' lack of sales know-how with his fancy key work and flashy smile. His colorful style was showcased on a dramatic arrangement of *Jealousy* and an exciting *Voodoo Moon*. He closed the show with the latter, and it's still his best number. Music-wise, the band (15 pieces, including 5 fiddles) was competent, and the boys looked good in bright red jackets, but their overall stage presence was apathetic. This lack of verve was glaringly apparent on the show's opener, when the band took a dispirited vocal chorus on *There's Yes, Yes, in Your Eyes*. Vocalist Bob Lido made an excellent impression, tho, with his slow, sexy rendition of *Bali Ha'i*. The good looking young bary showed fine control on his sustained high notes and handled the mike with assurance.

De Marco Sisters

The five De Marco Sisters, pretty, poised and quite grown up, received a warm reception. Visually the girls are bright, personable and refreshingly unaffected. Vocally, they've matured into one of the finest groups in the business, with showmanly arrangements and well nigh perfect (See *Paramount, N. Y.* on page 46)

Palace, New York

(Thursday, September 1)

Capacity, 1,700. Price range, 55 cents-\$1.20. Four shows daily. RKO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

The new bill opens up fast, keeps the pace with the first two acts and then slows down. But the pace change is made up for by adroit singing and some of the best comedy heard here in a long time and the show winds up with a standard flash act for a thoroly satisfying evening.

The next-to-closing slot on this one went to Paul Gray, a cafe comic with a rep around the Midwest. Gray, a bald, natty dresser, worked as tho he had been in the business for years. He had assurance, poise, delivery and material that drew yocks on top of yocks. When he walked off, the applause and the laughs were tremendous.

Marino Sisters Open

Opening act was the Marino Sisters (3), all brunettes, who started with precision dancing and went into a fast acro routine full of walkovers, butterflies and tumbles. The well-dressed girls worked fast, finishing in a series of whirling dervish tumbles for a big mitt.

The Madcaps, on in two, were another high applause winner. Basically a harmonica act, the two boys registered with comedy bits, using all kinds of mad props. One boy works straight on the harmonica, the other does the comedy. Two bits are funny, the comic overacts so much he takes off the edge. With proper pruning the Madcaps could work any spot in the country. They look good and work very well.

Will and Gladys Ahern, in the trey slot, did their standard act to chuckles as the male slowly built material chatter based on timely topics, while working his rope. The gal, used mostly to dress up the act, worked in the dance sets to give the act a (See *Palace, N. Y.* on page 46)

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- Unit 5, OPENING FLAMINGO HOTEL, Las Vegas, Sept. 8

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Burlesque

By UNO

HUDSON THEATER and land in Union City, N. J., has been purchased by Phil Rosenberg, Sam Cohn and the Hirst estate from Intercity Theaters, Inc., of which the late Jules Leventhal was prexy. The house has just undergone a \$30,000 face-lifting on the interior. . . . **Abe Minsky**, father of **Harold Minsky**, is seriously ill of heart disease in Flower Hospital, New York. . . . **Jimmie Pinto**, newly teamed with **Joan Thomas**, opened September 2 at the Orpheum, Brooklyn, and will continue playing vaude dates. . . . **Nona Carver** has joined **Inez Claire** and **Red Marshall** in **Bob Bigg's** revue at the Follies, Los Angeles. . . . **Jackie Whalen**, who is in his sixth month on the Tivoli Circuit in Australia, is doubling at **Sammy Lee's** nitery in Sydney. . . . **Connie Dale Rosenberg** recently played host to **Irene Siegman** and **Lou Howard** burlesquers of former days, at her home in Bel Air, Md.

BETTY LaVERNE is the new chorus captain at the Hudson, Union City, N. J. Other Montgomeryettes at the house include **Joan Kennedy**, **June Martin**, **Valerie Hudson**, **Joan Montgomery**, **Dorothy White**, **Ann Sorenson**, **Gloria Keeth**, and **Renee Corday**, parade girls, and **Doris May**, **Dottie Lewis**, **Connie Nash**, **Jean Allen**, **Lee Robinson**, **Nina Dale**, **Lorraine Terberuggen**, **Ann Olsen**, **Veronica Vale** and **Betty DeWitt**, dancers. . . . **Augie Cicella** has installed a television set for performers in the basement dressing room of his Gem Theater, Chicago. . . . **Lou Ascol** and **Moe Garry** are reunited on the Hirst Wheel after three years apart dur- (See Burlesque Notes on page 49)

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MOON MULLINS

c/o NEW PLAZA HOTEL, ST. LOUIS, MO.

Industry News Of the Week

(Continued from page 16)

vision lecture series, beginning October 10 in Chicago.

RCA Victor and Raymond Rosen & Company, regional distributor in Philadelphia, are co-sponsoring the "WFIL-TV Newsreel." . . . **Sidney N. Goldberg**, general sales manager for Decca Records, announced the appointment of two new distributors, Gulf States Company in Chattanooga, Tenn., and the Carol Company in Charlotte, N. C.

DENNIS DAY

(Continued from page 13)

Tour, a visiting Parisian who claimed to know all there is to know about "l'amour."

Doubling on vocals between acts, the versatile tenor was in fine voice on three widely divergent numbers, a corned-up, pseudo-hillbilly tune, *Hand-Holdin' Music* (a plug for his new Victor disk), the sprightly *My One and Only Highland Fling* and a lyrical rendition of *Younger Than Springtime*. Day's songs should be worked into the script, tho, instead of serving as curtain waits.

The slick commercials followed the usual "Palmolive facial" routine, the pitch being that "two out of every three women, regardless of age, can find new beauty in 14 days," followed by detailed instructions in the art of face-washing. Me, I'm dirty.

June Bundy.

COLOR LURING

(Continued from page 4)

view of the fact that the freeze on applications has already lasted a year.

Recent developments in color television have changed a lot of thinking on the desirability of bidding for an ultra-high-frequency (UHF) station. Since it could take as much as a year or so for completion of a new station once an application is approved, there will be ample time for set manufacturers to get into production on color adapters and receivers before new stations get on the air in wholesale numbers. UHF stations telecasting in color would thereby stand a fairer chance of competing with very-high-frequency (VHF) stations. It is felt, too, that the introduction of color would stimulate set sales to undreamed-of proportions, dramatically expanding the possibilities for TV advertising revenue.

Magic

By Bill Sachs

LUCILLE AND EDDIE ROBERTS, currently on their third return engagement at the Roosevelt Hotel, New Orleans, close there September 20 and two days later begin a return stand at Hotel Henry Grady, Atlanta. . . . **Nevin the Magician** (Nevin V. Hoefert), after two weeks of club dates in Indianapolis and a swing thru Iowa, opens for National School Assemblies at Kennilworth, Utah, September 7. He holds a three-year contract with the National firm. This season's schedule will take him thru California and Washington. . . . Magicdom was pleasantly surprised last week with the announcement that **Walter B. Gibson**, editor of "Jinxiana" section of *Conjurors' Magazine*, and **Mrs. Litzka Raymond**, widow of the **Great Raymond**, were married August 27 at the home of **Edward M. Darl**, publisher of "Conjurors' Magazine." The wedding was informal and was attended by only a few close friends. For the present Mr. and Mrs. Gibson plan to make their home in New York. . . . **Lieut. Lee Allen Estes**, Safety First Magician of the Kentucky State Police, and **Mrs. Estes** made a recent week-end hop from Lexington, Ky., to Colon, Mich., for a visit with **Harry Blackstone**. . . . August issue of *Gardens, Houses and People* magazine carries a photo of **Milbourne Christopher** hocus-pocusing to film star **Edward Arnold's** amazement at a party at New York's 21 Club. . . . **L. O. Gunn** typewrites from Hattiesburg, Miss.: "Just returned to Mississippi from the West Coast, where I spent two months moving all my surplus magic to a new storage place after attending the Hollywood convention. En route here, I stopped off in Phoenix, Ariz., for a visit to **Bert Easley's** magic shop. Also visited **Peggy Austini** (now Mrs. Roberts) at Mesa, Ariz. She is out of magic now and hasn't performed since her marriage. In San Antonio, I visited **Doc Mahendra and Anne**, and at El Paso had breakfast with **David Michel** and family. Dave is working schools in the El Paso district and practically has everything to himself, which is unlike California, where magicians are a dime a dozen." . . . **Prince Marko**, during his recent engagement at a Decatur, Ill., amusement park, thrilled and baffled the on-lookers by making a man's watch and billfold disappear with a few simple movements and magic words. As a matter of fact, the audience went away amazed. Marko, too, was amazed, when a few minutes later he returned to his dressing room and found that someone had caused his poke, containing \$40, to disappear from his street clothes, with only one movement and no magic words.

BILL BAIRD and **Florine** are presenting their magical nifties in the major vaude houses. They were at the Fox Theater, St. Louis, last week. . . . **Doris and Raymond Corbin** (Ray-Mond the Magician) are celebrating the arrival of new son, **David Blackstone**, born August 9 at Westminster, Md. . . . **Pat W. Paxton**, after 14 weeks on the Grand Union Shows with his bingo game, has left the carnival to handle the advance for **Wormald the Magician**, whom he has booked on school and theater dates thru Kansas, Iowa, Nebraska and Colorado. Show roster includes **Wormald**, **Marian Paxton**, **Janet Cross**, **Elaine Hill**, **George Grey**, **Jack Drew** and **Al Kilpatrick**. . . . **Jean Foley** postals from Seattle that he has doubled the space of his magic show opposite the Palomar Theater there, and tips us off to a youngster, **Ernie Bryan**, who Jean says is proving a sensation in those parts, playing as many as five club dates a day. . . . **Larry Weeks**, juggler well known in the magic field, was called home to Brooklyn last week from the Dude Ranch, Atlantic City, where he was in his ninth week, due to the serious illness of his father.

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REPRESENTATIVE

JACK MONTGOMERY

Hudson Theater, Union City, N. J.

London "Salesman" Scores, Tho Story's Alien, Theme Hits Home

NEW YORK, Sept. 3.—The divergence of English and American taste, training and tradition in the acceptance of dramatic fare causes annual headaches to to-and-fro managements. It is almost axiomatic that the best from London's West End bids for a Broadway flattening—and vice-versa.

Obviously, the tragic frustration of Willie Loman, the aging, Brooklyn drummer, is a slice out of the American scene. Audiences weep nightly on West 45th Street in pity of him and because they find something of his lack in each one of themselves.

British Reaction

However, to a reporter's astonishment, the final curtain signals a sustained ovation. Evidently, Willie Loman is not just an American salesman, but a universal portrait of insecurity.

It may be that Elia Kazan has slowed down the tempo of Salesman's staging for British consumption. At all events, the West End edition paces leisurely to the point of repetition.

have been added. Partial blame may be chalked up against Paul Muni's interpretation of the title role. His is a much more frustrated Willie than his American counterpart, and his stammering approach to nearly every speech goes a long way toward slowing down the proceedings.

Muni Vs. Cobb

This doesn't mean that Muni doesn't give a fine over-all performance. He does. But Lee Cobb gives a finer one here. The difference is that Muni endows the character with the complexities of one of his Hollywood heroes, while Cobb plays him with complete simplicity.

Otherwise, the casts of both productions compare favorably. Mildred Dunnock and Arthur Kennedy are superior to their British counterparts. Frank Maxwell impresses better as the younger brother than his New York prototype.

Krimsky & Shuberts Import Eng. Comedy?

NEW YORK, Sept. 3.—John Krimsky, who has not been active in stem production since 1938, apparently has teamed with Lee Shubert to import W. Douglas-Home's The Chiltern Hundreds.

This is likely one of the two plays which Lee Shubert didn't want to identify in his announcement of foreign importations on his recent return from Europe.

Australia Sets Up 200G Guarantee For Importations

SYDNEY, Sept. 3.—The Prime Minister of Australia, Ben Chiffley, has announced that his government has agreed with the various state governments to create a reserve fund of \$200,000 to finance importation of high-class overseas theatrical productions, paving the way to a national theater.

The decision has been received with mixed feelings, altho it naturally has general public support. For instance, the president of the New South Wales Branch of the Arts Council feels that the money could be much better spent in encouraging purely Australian theatrical ventures.

The importation of overseas shows is also contrary to the policy of Actors' Equity, which limits the number of imported artists who can appear in a production to a very small percentage of the cast.

New Exp. Group To Do Originals

NEW YORK, Sept. 3. — Latest addition to the off-Broadway crop of experimental groups is Originals Only, organized by Thomas A. Hill. The new group differs from its local compatriots in that it is dedicated solely to the production of brand new, untried material, both dramatic and musical.

The group, which is composed of non-Equity players, will lead off with a production of Dream House, a three-acter by Supervising Director Hill, at a house and date to be announced.

Currently the organization has several spots open in the casting of Dream House and is starting auditions of singers and dancers for Surprise Package this week.

Off-Broadway Review

THE FATHER

(Reviewed Saturday, August 27)

PROVINCETOWN PLAYHOUSE

A drama by August Strindberg. Staged by John Slix. Set by Eidan Elder. Costumes by Robert Cowan. Stage manager, Clint Atkinson. Press, Art Kranish. Presented by Studio 7.

The Captain... Ward Costello
The Pastor... Ken Moxley
Orderly... Paul Rivet
Nojd... William Allyn
Laura... Anne Shropshire
The Doctor... Robert Brustein
The Nurse... Charlet Oberley
Bertha... Sarah Wilder

Studio 7 has outdone itself with a masterful presentation of the August Strindberg classic, The Father, which has already been announced for Broadway presentation this season. The production, while not professional in all elements, does ample justice to an intriguing play.

The Father, rife with psychological implications, was written over 60 years ago, but it retains a freshness and depth that few of the current plays have. It tells of the eternal battle between the sexes, this time between a husband and wife.

From then on it becomes a battle that leads to lunacy for the husband. The wife drives him insane by telling him she is unfaithful and eggs him on to commit an act that lands him in a straitjacket.

There are a few things in the script that need clarification. The Father is much too observant while he is supposed to be lunatic, and his transition to madness is much too (See THE FATHER on opp. page)

"Cabalgata" To Shutter

NEW YORK, Sept. 3.—Despite predictions that Cabalgata, the Spanish revue recently retitled A Night in Spain, would tenant the Broadway Theater thru October 1, it was announced yesterday (2) that it would shutter as of Saturday (10), with a 76-performance mark-up.

Gabriel Chalks "Cue"

NEW YORK, Sept. 3.—Cue mag has announced the appointment of Gilbert W. Gabriel to its drama critic's chair. Gabriel, who formerly held similar slots with The New York American, New York Sun and more recently Theater Arts, takes over his aisle-expert's duties immediately after Labor Day.

ROUTES

Dramatic and Musical

Brigadoon (Grand) Calgary, Alta., Can.
Death of a Salesman (Cass) Detroit.
Pittin's Rainbow (Nixon) Pittsburgh.
High Button Shoes (Philharmonic Auditorium) Los Angeles.

Broadway Follow-Up

MADWOMAN OF CHAILLOT

(Reopened Monday, August 22)

ROYALE THEATER

A fantasy by Jean Giraudoux. Staged by Alfred de Liagre Jr. Sets and costumes by Christian Berard. General manager, Samuel Schwartz. Stage manager, Henri Cabisers. Press representative, Bernard Stone. Presented by Alfred de Liagre Jr.

The Waiter... Ralph Smith
The Little Man... Harold Graa
The Prospector... Jonathan Harris
The President... Louis Sorin
The Baron... Le Roi Operti
Therese... Patricia Courtley
The Street Singer... Eugene Cibell
The Flower Girl... Millicent Brewer
The Rag Picker... John Carradine
Paulette... Barbara Pond
The Deaf Mute... Martin Kosleck
Irma... Leora Dana
The Shoe Lace Peddler... Maurice Brenner
The Broker... Fay Roope
The Street Juggler... John Beahan
Dr. Jadin... Sandro Giglio
Countess Aurelia, the Madwoman of Chaillet... Martita Hunt
The Doorman... William Chambers
The Policeman... Ralph Roberts
Pierre... Alan Shayne
The Sergeant... Richard Sanders
The Sewer Man... Jacques Aubuchon
Mme. Constance, the Madwoman of Passy... Estelle Winwood
Mlle. Gabrielle, the Madwoman of St. Sulpice... Nydia Westman
Mme. Josephine, the Madwoman of La Concorde... Doris Rich
The Presidents... Louis Sorin, Fay Roope, Le Roi Operti
The Prospectors... Jonathan Harris, Paul Byron, Maurice Brenner
The Press Agents... Archie Smith, Ralph Roberts, Jacques Aubuchon
The Ladies... Patricia Courtley, Barbara Pond, Mary MacLeod
The Adolphe Bertauts... William Chambers, Paul Byron, Harold Graa

Madwoman is back after a two-month summer lay-off. She has switched her headquarters from the Belasco to the Royale Theater. Since she is ticking off her 234th performance as of the end of this week, it is about time for this reporter to eat a bit of crow.

Perhaps a reporter should have gone back to see and hear it again before this. At all events, he must admit that there is more to the Madwoman of Chaillet and her bizarre companions than met his eye and ear at their original unveiling.

The cast, fresh from eight-week vacation, are giving bright and fine performances, altho bright contributions were the original rule. Martita Hunt, whose portrait of the title role won her last season's Donaldson Award as the year's best dramatic actress, is more than justifying her selection.

Somehow the Royale stage does not seem to do the justice to Berard's magnificent sets which they received at the Belasco, but they are still intriguingly eye-filling.

Bob Francis.

BROADWAY SHOWLOG
Performances Thru September 3, 1949
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COMING UP
(The Week of Sept. 3, 1949)
Ken Murray's Blackouts... 8- 6, '49 (Ziegfeld)

TEXAS, LI'L DARLIN'

(Opened Monday, August 29)

WESTPORT COUNTRY THEATER, WESTPORT, N. Y.

Musical by John Whedon and Sam Moore. Music by Robert Emmett Dolan. Lyrics by Johnny Mercer. Staged by Paul Crabtree. Choreography by Emy St. Just. Settings by Edward T. Cooper. Stage managers, Phillip Barry and Richard Hepburn. Press representative, Ralph Lycett. Presented by the Westport Country Theater.

- Emily Smith... Kenny Delmar
Jared Reed
Betty Lou Kelm
Fred Wayne
Elaine Stritch
Danny Scholl
Harry Bannister
Edward Platt
Robert Emmett
Bunkhouse, Muleshoes, Gus
Texas Rhythm Boys
Eddy Smith, Bill Horan, Joel McConkey

Radio scripters John Whedon and Sam Moore have taken time out to concoct a book musical. Robert Emmett Dolan has taken time out from epic assignments to compose a score.

Lyricist Johnny Mercer has taken time out from top-selling pops to make words for the tunes. The result is Texas, Li'l Darlin' which gets a week's showcasing at the Westport (N. Y.) Country Playhouse. Darlin' is on the Theater Guild's agenda for Stem production this season. As of its barn unveiling, it is far from ready for the big time.

Even granting the limitations of a solo production, the Whedon-Moore book—as is—is a sadly pedestrian affair. Its plot, focusing on a heart interest between the peppery daughter of a benignly crooked, small town politico and his dumb returned-war-hero opponent, dawdles to an obvious conclusion. Such comic relief as there is stems from the introduction of a stuff-shirted mag tycoon from New York and his cohort of yes boys.

Ditties Differ

Currently, the above serves as a framework on which to hang an odd dozen song cues, which lead to results ranging from excellent to run-of-the-mill. Several of them, such as Month of Sundays, Big Movie Show in the Sky and Ride 'Em, Cowboy, are right pleasant on the ear, and a couple of specialties like Take a Crank Letter and Affable Balding Me boast amusing lyrics. But dancing is at an absolute minimum and, what there is, signposts none of the imagination necessary for Broadway competition. It is all pleasant, gay and cute enough for barn consumption, but it will take a deal of doctoring to make it remotely practical Stem-wise.

It seems to this reporter that the production misses the boat in making use of the talents of two of its featured players. Kenny Delmar and Elaine Stritch are held strictly to the book as the politico and his offspring. They do well enough by it, but there are ample opportunities for both to inject specialties of their own which in no way would weaken the context and which would give the proceeding a decided lift. Danny Scholl does excellently by the vocals as the dumb hero and should be a fine lead bet, if the show makes the Broadway grade. Harry Bannister is amusingly pompous as the more-or-less stock representative of big business, and Fred Wayne is fine as an escapist from New Haven tradition.

The Westport management has given Darlin' a solid showcasing. The cast is well-drilled, and the gals are pretty. Edward Cooper's simple back-grounds are effectively adapted to a small stage. But to date, it all sums up as strictly barn theater frolic. Bob Francis.

OUT-OF-TOWN OPENINGS

THE KIDS BREAK THRU

(Opened Sunday, August 28)

EL CAPITAN, HOLLYWOOD

Stage revue presented by Horace Heidt, featuring Horace Heidt and orchestra, Ralph Sigwald, Pierce Knox, the Pepperettes, Wayne and Gilbert Shepard, Halyard Patterson, Ernie Camerota, Vahan Khorigian, Tommy Check, Jeanne Harvey, Jeannine Meister, Sonny Berry, Harold Peck, Russ Budd and Eddie Kreig.

For the first time in more than seven years, the El Capitan—home of Ken Murray's record-breaking Black-outs—houses a new show. It's Horace Heidt's Kids, a stage version of his Philip Morris radio talent hunt. As replicas go, this one is an accurate facsimile. It comes complete with spoon virtuosi, bird imitators and Swiss bell-ringers. Furthermore, it remains true to its radio original by winding up with a moving appeal on behalf of Philip Morris, touchingly delivered by Heidt, immediately followed by the ciggie maker's Johnny (in uniform), to chant his commercial.

Commercials have become accepted in radio, but ticket buyers who pay as high as \$2.60 to see a show are sure to resent a sales talk. A courtesy plug for the sponsor could be swallowed, provided it were handled with taste, but an audience is sure to balk when it comes to a long dissertation on the generosity "of this company which makes these fine opportunities available to these talented youngsters." Heidt tends to overplay this, as well as his own part in giving these kids their chance, even tho his efforts with the youngsters are commendable.

Blessed with the Heidt Midas touch, money-making prospects of this show are assured. People eat up a Cinderella story, and Heidt bears down heavily on that angle. Show's saving factor is the verve and vitality of the kids whose very eagerness often makes up for their lack in ability. They bounce on stage, do their bit and make way for the next act.

Noteworthy Heidt "discoveries" include Vahan Khorigian, a rubber-faced lad with considerable promise in the comedy field. During a take-off on Frankie Laine, he sporadically erupts with snorts and wheezes accompanied with facial contortions that pay off in healthy laughs. Pierce Knox, blind xylophonist, impresses with his flawless technique; Halyard Patterson draws applause for his Bach-to-boogie keyboard knuckling and, as if that isn't sufficient, cuts up by dancing and playing the piano from reclining positions; Ralph Sigwald, a portly lad with promising bary pipes, is well received, but could use training, and Russ Budd's trim tap routines prove hand-getters.

Corn is injected with a generous hand by Heidt, who pulls applause by including his wife in the company and introducing her as the grandest girl in the world; cracking mildewed gags; using the sympathy routine to milk hands and similar applause-getting devices. Heidt's band remains onstage thruout and capably supports the acts. Lee Zhitto.

THE FATHER

(Continued from opposite page)

quick and without theatrical reason. Strindberg also practically lifts Shylock's speech in The Merchant of Venice, Act III, Scene 1, bodily.

Anne Shropshire's portrayal of the wife is something rare to see. Her range, her hate, her tenderness, her stage presence add up to a first-rate performance. She should be able to move uptown without any difficulty. Ward Costello also gives a strong performance as the father. His, however, is an interpretation of brute strength and somewhat too much in one key. The play is also helped by the acting of Ken Moxley, Robert Brustein and Charlet Oberley in lesser roles.

John Stix's direction is fine. The set of a sitting room in a remote cavalry post is a tribute to the ingenuity of Eldon Elder, the designer. Leon Morse.

CLUTTERBUCK

(Opened Monday, August 29)

ELITCH GARDENS, DENVER

A comedy by Benn W. Levy. Staged by Norris Houghton. Settings by Alvin Colt. Press representative, Marshall Robertson. Presented by Irving Jacobs.

- Julian Pugh... Whitfield Connor
Arthur Pomfret... Walter Greaza
Deborah Pomfret... Ruth Ford
Jane Pugh... Ruth Matteson
Clutterbuck... Peter Hobbs
Walter... Fred Sherman
Melissa Clutterbuck... Claire Carleton

The American preem of Benn W. Levy's London hit, Clutterbuck, gives Elitch Gardens customers an uproarious finale to the summer season. A sellout for the week's engagement should send the cast off to its New York rehearsals with high hopes for a solid hit. The local preview of the play for which Producer Irving Jacobs plans a Stem unveiling this season, has given America's oldest summer theater its best b.-o. week in its 58-year history.

With Clutterbuck, author Levy comes up with a completely mad merry-go-round of loves and lovers—three couples worth of them. It seems that Mr. Pugh loves Mrs. Pugh, Mr. Pomfret loves Mrs. Pomfret and Mr. and Mrs. Clutterbuck are in the same groove, with the ladies feeling vice versa. However, when the past starts raising an ugly head, the stage is set for a spicy counterpoint battle of the sexes. It develops that the elusive Mr. Clutterbuck has provided a romantic interlude for Mesdames Pomfret and Pugh in Venice and that Mrs. Clutterbuck numbers Messrs. Pomfret and Pugh in glowing chapters of her past. Toss these six characters together on a pleasure cruise, each with a nostalgic gleam in a respective eye, plus a full quota of lippy double entendre, and the set-up bids for enough laughter for any audience.

Changes Needed

Unfortunately, only the second act of the current edition can be said to live up to its possibilities, and changes can be expected before a final Stem unveiling. The first act seems far less funny than it could be, and the last stanza needs strengthening to obviate a final let-down. The ratio between small talk and laughs is too high.

Performance-wise, Ruth Matteson's uninhibited matron and Walter Greaza's fathead husband are stand-outs. The latter gets a full quota of chuckles from Levy's lines. Ruth Ford handles a less witty role with skill. Melissa Clutterbuck gives Claire Carleton a fine opportunity for comedy, and with more rehearsal time to bring the portrait into sharper focus, she should provide some of the play's best scenes. Clutterbuck is likely the most taciturn hero since Harvey thru all three acts. However, Levy has provided him with a certain speech which permits Peter Hobbs to send the pewsitters out laughing. And he does.

Current plans call for substantially the same cast in the Broadway production. Jack Gaskie.

BURLESQUE NOTES

(Continued from page 47)

ing which Garry appeared for Quality pix on the Coast... Marie Codori, niece of comic Frank Silk, has been featured all summer at the Steel Pier, Atlantic City, in musicals headed by Bert Lahr and Bobby Barry... Howard Montgomery and Jeanne and Aleene are at the Burbank, Los Angeles, where Manager Ted Coyne has added Tony Fiallos to the cashier's staff... Mei Ling is vacationing at Waikiki Beach, Hawaii, as is Freddie O'Brien, producer... George B. Hill has quit the concession department of the Moulin Rouge, Oakland, Calif., to return to comedian activities in Portland, Ore... Lotus DuBois, former chorine at the Roxy, Cleveland, checked into the house August 26 as featured attraction.

THE SEA LAMP

(Opened Wednesday, August 17)

YELLOW SPRINGS OPERA HOUSE, YELLOW SPRINGS, O.

A drama by Constance Sontag and Kathryn Becker. Directed by David W. Hooks. Settings by James Trittipio. Presented by the Yellow Springs Area Theater.

- Elizabeth Prescott... Barbara Marsh
Francis Crandall... George Shumlin
Martha... Mary Ann Kamuf
Nathan Prescott... James Trittipio
Wiley Prescott... Frank Macdonald
Richard Crothers... Irving M. Brown
Lynn Crothers... Mildred Langford
Carrie... Betty Ann Onuska

The Sea Lamp, a new three-act drama by Constance Sontag and Kathryn Becker, is the Yellow Springs Area Theater's showcase contribution for the local summer season. The play, located on an island off the coast of Maine, approaches classic tragedy proportions before its saga of smothering mother-love has run its course.

Lamp's theme concerns the self-inflicted exile of a widow and her two sons, both sufferers from hemophilia, and the mother's fanatically selfish attempts to keep them from contact with the outside world. One lad has musical aspirations, the other a yen for painting.

In-Law Complications

Into this island paradise arrive the mother's brother and his step-daughter, and ensuing complications boil up via the widow's reactions to the invasion of her self-dominated world. She becomes downright vicious in her resentment.

An affair with a housemaid results in the girl being sent packing to the mainland and the suicide of the younger boy. The interest of the elder in his uncle's step-daughter calls forth a parental demand that the guests leave the island, as well as the dismissal of a sympathetic tutor, who seems to have been enjoying some share in the widow's sex life.

Like O'Neill

An Eugene O'Neillesque denouement finds her frustrated to the end—with one son dead and her deserted by the other—turning out her sea-lamp beacon and locking herself in her old house.

The local troupe, while of amateur standing, manages over-all characterizations of professional caliber. Barbara Marsh is excellent in the extremely trying role of the mother. James Trittipio gives a fine account of himself as the son who wants to be a composer. Altho harping too heavily on the silver chord, the play is well written. Walter Anderson has composed a worthy symphonic theme, which is utilized effectively thruout the action. A. S. Kany.

White Barn Shutters

WESTPORT, Conn., Sept. 3.—Lucille Lortel's White Barn Club Theater closed its season last Sunday (28) with its sixth production, Still Stands the House, by Gwendolyn Pharris, directed by Kurt Cerf. The cast comprised Anita Dangler, Hal Pollack, Gloria Gould and Dennis Harrison. Miss Lortel announced that Margaret Webster would tie in with her next season for the showing of a Shakespearean festival at the Barn.

"Detective" Story Pays Up Investors

NEW YORK, Sept. 3.—Detective Story, which rounds out 188 performances tonight, this week paid off its original investment in full. The final balance of 25 per cent was mailed out to the backers Wednesday (31).

No returns from the sale of pic rights have been included in the payoff, and angels will continue to share in juicy profits as the melo is doing capacity business at the Hudson Theater.

Drive-In Construction Still Strong in New England Area

HARTFORD, Conn., Sept. 3.—There continues to be much activity in the outdoor theater construction field thruout New England. Latest drive-in project to open for business is the 300-car capacity Windsor Drive-In, situated on the highway between Windsor and Claremont, Vt., and operated by Rene Garneau, president, Penny Theater Company.

The Carville interests of Wilson, Conn., a Hartford suburb, have revealed plans for construction of a drive-in theater there. Starting date of construction is dependent upon ap-

proval of the local zoning commission. Plans of the Lockwood & Gordon Enterprises to erect a drive-in theater at Bristol, Conn., have been delayed temporarily, with the Bristol Zoning Commission postponing indefinitely a hearing on the firm's application for authority to construct an outdoor theater there.

Last-minute construction details on the firm's 600-car capacity Danbury, Conn., drive-in caused postponement of the spot's scheduled bow from August 27 to September 2.

The Twin City Drive-In Theater, on the highway between Montpelier and Barre, Vt., formerly operated by John Brown, has been taken over by Richard Cody, who operates the Strand Theater, Montpelier, Vt.

Wash. Firm Plans Vancouver Drive-In

VANCOUVER, Wash., Sept. 3.—Renfro Investment Company, headed by Cloyde Blackburn here, this week announced plans for the construction of a \$75,000 drive-in theater on a site one block east of the city limits. Al J. Erdman, firm's representative, said that construction work will get under way in about 30 days.

Proposed theater will accommodate 675 cars and will feature all modern developments in open-air theater construction, including individual heaters for each car. Spot, which will have a concession and snack bar, also will be available for civic functions and Easter Sunrise services.

Landsman-Richter Let Pact For San Antonio Drive-In

SAN ANTONIO, Sept. 3.—Awarding of a \$97,000 construction contract for a drive-in theater in this city's Highland section was announced this week by Arthur Landsman and C. A. Richter, of Landsman-Richter Enterprises. Construction on the 600-car capacity, 10-acre theater gets under way next month. When it goes into operation it will be the 11th such project under the Landsman-Richter combo's wing.

Landsman currently is touring the country studying the operation, management and construction of drive-in theaters.

Rep Ripples

WILLIAM W. MORGAN, who has been showing 16mm. pix in the Elkhart, Ind., sector, reports that he has added much new film and will widen his territory this winter. . . . Jerry Young writes from Galveston, Tex., that he closed his pic show for the summer but that he'll get going again in the middle of September after adding several vaude performers. Young also plans to enter the religious pix field. . . . Mr. and Mrs. Willard Hunt, who have been working sponsor and varied other dates for several years, will take up their winter season after a summer spent at Asbury Park, N. J. They have a new two-act dramatic piece and will open near Pittsburgh and play thru several States before their string runs out. Hune is a former chautauqua lecturer. . . . Audrey Kline has 16mm. pix in Middlesex County, Massachusetts, and will add to her film library for the winter. . . . Cornell's Platform Show took to halls in the Moscow, Idaho, area September 1. Show is getting together a museum layout and also will play school dates. . . . Lorian Players, four-person unit, which has been playing resort towns in Northern Vermont, will move into Canada in the fall, with 16mm. pix added. . . . Gitt's Players, after a lay-off because of illness of one of the family members, will get back into action in Western Kansas soon and move Northwest to their ultimate territory in Washington and Oregon. . . . Carl Egald will have 16mm. pix in the New Haven, Conn., area this season. . . . R. M. (Roy) Hodges has been operating a 16mm. pic outfit in the Raton, N. M., area for the past two months to good business. Hodges plans to book a feature film for a tour of New Mexico this winter. . . . Fred Holland writes from Carson City, Nev., that he vacationed there during July and August. He'll hit the road again soon, covering his last year's territory in Nevada and Utah. His two-person unit already has about 30 dates set under auspices.

Kaycee Gleanings

By E. L. Paul

KANSAS CITY, Mo., Sept. 3.—Arthur Hockwald, widely known in tent show circles, and currently contracting agent for Clyde Beatty Circus, was a recent visitor. . . . Don Harvey, of Council Grove, Kan., who makes his home here and who played heavies with many of the old-time rep and tent shows, had a role in the pic, *The Adventures of Sir Galahad*, which is to be released soon. Don's last local stage appearance was at the Music Hall in 1947 with Mae West's production of her play, *Come On Up*.

Mabel Page and Freda Slemmons, old-time repsters, had important roles in Broadway shows last season. . . . Samuel French says that more than 25,000 productions of standard dramas have been made so far this year by high school and Little Theater groups. . . . Howard R. Brandt, well known to repsters in the industry's hey day because of his association with the Gordon Howard Candy Company, has been elected commander of the William R. Bland Post, American Legion. . . . Monley J. Streeter, character actor of note, was a recent visitor in the city. He's making his home in San Antonio. Frank Woodward, son of stock manager O. D. Woodward, is in the real estate business here.

Romanos Petition For Warwick Spot

WARWICK, R. I., Sept. 3.—The city zoning board of review is studying a petition from County Amusements, Inc., which would permit the firm to effect a new 600-car drive-in theater, an outdoor swim pool convertible to an ice skating rink in winter, bathhouses, and basket and volley ball courts on the 60-acre Cole Farm, bought by the corporation last month.

Corporation is headed by Salvatore Romano, with Louis Romano as treasurer. Both are identified with the Bay State Drive-In, Seekonk, Mass., on the opposite side of Narragansett Bay from the proposed Warwick project.

Drive-Ins have been springing up fast in this area in the last two years. Cranston, North Attleboro and Seekonk all presently offering competition to the original one built on the Providence-Pawtucket boundary. The Warwick venture, if it goes thru, will be the first in the area to go after daytime revenue.

Auto Theater Corp. Gets Permit After Year's Wait

NATICK, Mass., Sept. 3.—Board of Selectmen here by a 2 to 1 vote granted a license to the Natick Auto Theater Corporation for an open air theater off the Worcester turnpike near Speen Street in West Natick. Approval of the building board is still required, however. Theater proposal has been a subject of controversy for more than a year.

Last year an attempt to rezone another area for business purposes to permit an open air theater was defeated. Norman Farley is president of the corporation seeking to build. Richard Bennett, building inspector, said he would issue no permit for construction until approval of the building board of appeals.

Amos Pilots Danbury Spot

HARTFORD, Conn., Sept. 3.—Douglas Amos, Hartford division manager for Lockwood and Gordon theaters, has announced the promotion of William Moore, assistant manager at the organization's Portland Drive-In, Scarborough, Me., to the management of firm's 600-car capacity drive-in at Danbury, Conn.

GEORGE (RIDER) CAREY will have a show-dance trick in Southwestern Utah and will use Kerr, Utah, as his base of operations. . . . Allen Vallery advises from Brockport, Ont., that he has been out on a few fair dates and celebrations and will get going on his established Canadian territory about the middle of September. He plans to use a four-person trick this year and play three-day stands, with a change of bill nightly. Vallery will use some short-cast bills and do some vaude. . . . J. D. (Jack) Mills left Avon, Wyo., recently to take up his winter show outfit which has been stored at Madden, Wyo. Mills and wife will present a vaude-pic dance bill program and cover a wide territory to get in their winter season. Unit will play schools and halls.

Cherry Hill Spot Debuts

SPARTANBURG, S. C., Sept. 3.—Cherry Hill Drive-In Theater, four miles out on Highway 29, held its formal opening August 25. New theater accommodates 320 cars. Three separate paved entrances are available to the theater leading off Highway 29.

New Wash. Drive-In Debuts

WASHINGTON, Sept. 3.—The newest drive-in in the District of Columbia area opened August 22 on Leesburg Pike, two miles west of nearby Alexandria, Va. Tabbed the New Sunset Drive-In Theater, admissions are fixed at \$1 per car regardless of the number of passengers.

HARTFORD, Conn., Sept. 3.—Eugene Boragine, owner-manager of the Saco Drive-In Theater, Scarborough, Me., has announced plans to increase car capacity to 500 vehicles.

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HOOSIERS LOOK TO RECORDS

Indiana State's Pay Gate In Heavy Pay-Off; Chance To Bump Record Set in '46

Prevue Helps—First Three Days Ahead of 1948 Figures

INDIANAPOLIS, Sept. 3.—Shifting for the first time to a 60-cent paid night from a free night gate, the Indiana State Fair thru today, the third day of its nine-day run, gave evidence it will eclipse the all-time high paid attendance of 628,538 set in 1946.

That year the fair ran eight days, but this year, for the first time, the annual's run was stretched to include a prevue Thursday (1), which increases its run to nine days. The added day, the placing of a paid gate on at night, plus the pulling power demonstrated in the first three days, appeared sufficiently strong to carry the annual to new highs in paid admissions.

Potent Attractions

Thursday's prevue yielded a heavy turnout of 21,537. Friday's (2) crowd was reported at 34,560, as compared to 13,999 for the corresponding day last year. Today's turnout was estimated at 65,000, the official count thru 5 p.m. being reported at 53,428. Last year the paid gate for the same day was 43,397.

The total for the first three days not only surpassed the '48 total, as the annual awaited its big Sunday, but also was far ahead of the corresponding point of its peak '48 year.

Potent Coliseum and grandstand attractions combined to lure record-breaking crowds during the first three days. Spike Jones and His Musical Depreciation aggregation was presented three nights, beginning with the opener, which saw a light house, built Friday (2) to a near-capacity Coliseum and Saturday night played to a sellout in the 11,000-capacity building. The Jones unit is due to close its four-performance engagement tomorrow with a matinee.

While Jones held forth in the Coliseum, Irish Horan's Hell Drivers racked up a good grandstand Friday (1) night and tonight played to a capacity stand. With both the Jones and the Horan aggregation playing to capacity, a total of about 23,000

Jones Beach Skeds Stadium Work

NEW YORK, Sept. 3.—Construction will get under way soon on a permanent marine stadium at Jones Beach State Park to replace the temporary wooden structure which was demolished several years ago because of its unsafe condition.

New stadium, to be built along the shore of Zach's Bay, will have a seating capacity of 9,000 and will have a huge revolving stage, modern lighting equipment and sound systems, for the presentation of aquatic and stage spectacles on an elaborate scale.

A \$738,500 contract for the building work has been awarded Lenhart Co., Constructors, New York, while Skidmore, Owings & Merrill, New York, have been designated supervising architects.

paid to see the major night attractions tonight.

Midway Ahead of 1948

Cetlin & Wilson Shows, repeating on the midway, picked up a good prevue night's business, registered a Friday take almost even with that of the (See Ind. Pay Gate on page 65)

Cetlin & Wilson Plays Host to Hoosier Fairmen

INDIANAPOLIS, Sept. 3.—Carrying out a policy established three years ago when the Cetlin & Wilson Shows made their initial appearance as midway attraction at the Indiana State Fair here, Owner-Managers Izzy Cetlin and John W. (Jack) Wilson played host to the Hoosier State's Gov. Henry F. Schricker and Mrs. Schricker and nearly 150 members of the fair board and their friends at a highly successful preview dinner in the Raynell Show Girls' tent Wednesday night (31). Fair opened Thursday (1) and ends Friday (9).

Despite a heavy rain which hit the grounds shortly after a tour of the midway had been accomplished by the shows' guests, enthusiasm and joviality ran high as the C&W greeters, (See Cetlin & Wilson on page 55)

O & J Jam CNE Grandstand, Head for Record 400G Gross

(Continued from page 3)

strated that they haven't a lazy bone in their bodies, and if there be criticism of their antics it can only take the form of personal likes and dislikes. The buffoons ransacked all of their many bags of tricks, albeit coming up with nothing new. Their entrance this year, involving numerous cases of mistaken identity, understandably fell short of last year's descent to the stage by helicopter. The helicopter was used in a later scene and again provided the most spectacular bit of business. The generally robust offering of the comedians this year was lauded to offset year-old criticisms which apparently had no effect on the box office since the record advance sale necessitated the use of newspaper ads beginning with opening day to inform the public that advance sales had to be discontinued. Remaining seats, consisting solely of lower priced end pews, are placed on sale prior to each performance.

A spectacular grand entry with a minstrel show flavor, utilizing several prop railroad engines and the chorus on bicycles, came around the turn and into the straightaway to open the show. Olsen and Johnson made their appearance on a special

Weather With It, Wheels A-Rollin' Blow Few to Rain

CHICAGO, Sept. 3.—Wheels A-Rollin', featured spec at the Chicago Railroad Fair, is running up something of a record for good weather breaks.

Thru Wednesday (31), the 68th day of the fair's run, the four-a-day pageant had only one rain-out. That one was chalked up Saturday (27) at the scheduled 9 p.m. performance.

And thru Wednesday (31) the management was called upon only three times to issue rain checks when rain halted performances before they had run sufficiently long.

The spec continues to show its strong pull, and by Wednesday (31) in 268 performances it had played to 972,729 persons, thus luring more than one of every two fairgoers.

Attendance at the fair for the seven-day period ending Wednesday (31) held strong, despite rain that night and Saturday night (27). The count for the seven-day period was 208,953, bringing the total for the first 68 days up to 1,854,335.

Dwindling Biz Holds Ithaca Gate to 18,000

ITHACA, N. Y., Sept. 3.—Clifford Bruce, president, and Merrill F. Curry, secretary of the fair association, expressed satisfaction with the results of the Tompkins County Fair, which closed its six-day run here Saturday (27), with attendance estimated at 18,000.

At mid-week, attendance was running 15 per cent ahead of the average of past years, but it tapered off slightly in the second half.

Ohio State Fair Pulls 362,124 To Outdraw '48

COLUMBUS, O., Sept. 3.—Ohio State Fair closed its seven-day run here Friday night (2) with a total gate of 362,124, up sharply from last year's strong count of 320,145. Gate receipts, however, were lower, as the fair, directed for the first time by Howard S. Foust, admitted kids under 12 for free, whereas last year they went in at 25 cents per.

A day-by-day attendance comparison follows:

	1949	1948
Sat. (27)	35,370	26,808
Sun. (28)	75,429	53,238
Mon. (29)	40,139	33,486
Tues. (30)	57,326	54,738
Wed. (31)	70,403	73,195
Thurs. (1)	66,449	62,355
Fri. (2)	17,008	16,225

Total 362,124 320,145

Grandstand patronage was up, and the horse show, presented seven nights and three afternoons in the Coliseum, also pulled stronger than last year. Jimmie Lynch's Death Dodgers was the opening afternoon attraction and played to a good grandstand. Sunday's scheduled All-American Newspaper Boys' Bicycle competition was called off due to showers the following afternoon. Harnes horse races were held Monday thru closing day.

WLW's *Midwestern Hayride* was the first night grandstand attraction, and it racked up a good grandstand. Billed as the *Ohio State Revue*, an attraction booked in by Klein's Attractions, followed in front of the grandstand for the remainder of the run and played to consistently good crowds.

Revue offered a 16-gal line, plus the Bounding O'Neils, four-people (See Ohio State Fair on page 65)

Page Petrillo!

BOSTON, Sept. 3.—Operators of five Merry-Go-Rounds in Boston will be able to continue business after August 31 under special permits invented to fit the occasion by Boston city council. The permits were the outcome of overlapping jurisdiction between the police department, which licensed rides for years to "itinerant musicians," and the mayor's office, where ops were classed as workers in the field of amusement.

The two departments couldn't agree as to status ops should be given. Police Commissioner Thomas F. Sullivan contended that the itinerant musicians classification was not a correct one, and notified the five ops that their licenses would expire August 31.

Application to the mayor's office licensing division brought a rejection and a ruling that carousels are musical machines, operated by musicians.

On August 23 Boston city council entered and adopted an order urging that special permits be issued so that the Merry-Go-Rounds could continue in business.

train of floats.

The comedians in their familiar drugstore skit were followed by the production number *Piaza Del Flores*, featuring the 48-girl line and principals Gloria Gilbert, Ernest Adams and Wallace Siebert. *The Golden West*, patterned after an old-time melodrama and begging for audience participation, failed to click.

Plenty of Laughs

Following the *Bolero* presentation Olsen and Johnson inundated the audience with belly laughs, aided by their usual cohorts, Marty May, who was also given a solo spot in the show; J. C. Olsen, Jack Joyce, Pat Moran, Nina Virella, the Berry Brothers, the Dunhills, Helen Magna, Russ Sobey, Six Atomes, Billy Kay, Maurice Millard, Frank Harty and Bobbie May.

The finale, *Maple Leaf Tour*, a salute to the provinces, is principally noted for the settings of Albert Johnson and the aforementioned use of a helicopter which, incidentally, is handled much more dexterously than when it was first tried a year ago. The magnitude of the entire production, together with sparkling costumes by Billy Livingston, the Johnson-designed settings and dance rou-

(See O & J Jam on page 65)

Michigan's Initial Two-Day Draw Soars to 79,816 Paid; Hope, Grand Ole Opry Click

DETROIT, Sept. 3.—The Michigan Centennial State Fair, which opened to 18,816 paid admissions Friday (2), drew an estimated 61,000 today, as compared to 11,864 and 40,806 for the first two days last year. A parade Friday was viewed by an estimated 300,000, and total attendance for the first two days, including passes and children approximated 130,000.

Opening weather was favorable, but rain threatened Sunday. Disaster threatened Friday when a sudden city-wide bus stoppage was averted by a few hours. The fair itself was plagued by sundry union problems, largely the result of the temporary nature of the organization. Typical was the dispute between two unions over jurisdiction over watchmen, which was compromised by the fair hiring members of both. Building service employees had threatened to call out American Federation of Labor (AFL) members, including theatrical crafts, but all disputes appear settled now.

Ag. Exhibits Up 15%

Extensive hidden plant improvements in utilities were made this year, but little major new construction is evident. Agricultural exhibits are about 15 per cent more than last year; commercial exhibits 30 per cent, with auto displays tops and all major companies participating. Agricultural machinery also is strong.

Premiere of the U. S. Atomic Energy Exhibit is a strong attraction, but requires lengthy study, holding down crowds.

Bob Hope, plus a Gus Sun vaude show in the Coliseum, drew 8,000 Friday night and about 22,000 in four shows. Price for the Coliseum show has been increased 25 per cent, to

\$1.85 top. New policy of an opening-day matinee has proved okay, with 3,000 attending.

Grand Ole Opry played two grandstand shows Friday, handicapped by cold, to about 4,500. Tex Ritter's rodeo opened today, with 4,000 at the matinee and 8,000 evening attendance. Strong bally used to shuttle crowds between attractions is proving strategic.

Gooding on Midway

F. E. Gooding has 28 rides on the midway, and more compact spotting accounts for greater concession space than last year. Twelve light towers are in use. Business is running 25 per cent ahead to date, with big money coming from the Tilt-a-Whirl, Dark Ride and Rock-o-Planes. Ray Marsh Brydon's nine shows, compared to five last year, dominate the lower midway with plenty of flash. Frontage has been extended considerably to accommodate four independent shows, Funhouse, Glass Show, freak cow and a big horse team. Brydon reported business 25 per cent up, with three of his shows not open till tonight. Gross of shows for Friday was said to be approximately \$5,000. New this year are Torture, Illusion and Midget shows and a Joy Ship. Minor changes in girl routines were made by censors in *Streets of Bagdad*.

Many more cookhouse and midway concessions are operating this year, indicated by an \$18,000 increase in frontage rental to the fair. Spot checks indicate a modest increase in business at typical stands.

Michigan Showmen's Association will stage a benefit in *Streets of Bagdad* Wednesday midnight, starring Jo Stafford.

Close-Ups:

Cohn Issues Annual Statement: He'll Retire at End of Season

By Hank Hurley

(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

AFTER 43 YEARS in circus business, Charles (Butch) Cohn, treasurer of Dailey Bros.' Circus, believes he's had enough and plans to retire to his Gonzales, Tex., home after this season. Don't bet, however, that Butch won't be with it again next season. His friends, and they are legion in outdoor show business, for years have heard him say: "This is my last season on the road." They wouldn't believe things were normal unless Butch said that at least 20 times during a season.

Butch maintains, however, that when he closes the Dailey books at the end of this season it will be his farewell. "After all, I've been on the road with shows for 43 years and I'm entitled to a rest," Butch says with a smile. One gets the idea he really means it, but knows deep down in his heart that come spring he'll get itchy feet again.

Butch isn't sure how he got into the bookkeeping end of show business. He's been handling the tickets and money and balancing circus books for so long he has to stop and think how it happened.

Born in Knoxville, January 21, 1874, Butch recalls that he went to school and lived there until he was 20. He says he wasn't particularly interested in figures while in school, "But they came easy for me and I guess I always liked to be adding and subtracting." Today he hovers over his trial balances and withholding tax reports like a mother hen over her chicks.

At any rate, at the age of 20, show business entered Butch's blood. He allows that it probably was in his veins long before but he kept it under cover because his dad, who was in the produce business in Knoxville, figured his son would move into that field.

The records show that at 20, Butch joined Ringling Bros.' Circus, working the elephants for Pearl Saunders. It only took Butch about a month to

(See COHN ISSUES on page 63)



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Minnesota Centennial Office To Shutter; Aid Cut Off to Many

ST. PAUL, Sept. 3.—With the Minnesota Centennial Office set to shut down operations September 15, at least 16 community and civic celebrations at which centennial aid was being counted upon will have to operate without such assistance, it was learned here.

The shutdown was ordered after the centennial staff tangled with executives of the Minnesota Historical Society, celebration sponsors, last month. Dean Julius M. Nolte, centennial director, quits September 15 and Dr. Harold D. Cater, Historical Society director, takes over.

But when Cater takes charge he will be without a staff of experts and technicians who go out then. His plan to hire these specialists on a special contractual basis seems to be running afoul because many of them have lined up other jobs.

Nix Aid to Seven Celes

Already the Centennial Office has had to turn down aid to seven celebrations coming up. One of these includes the Centennial Birthday Celebration planned by St. Paul on the occasion of its 100th anniversary November 1-3. Celebration committee members were told to contact Cater, Gov. Luther W. Youngdahl and Bergmann Richards, Historical Society president.

Others who got turn-downs were Kenyon, Forest Lake, Montgomery, International Falls, Sacred Heart and

Robbinsdale, Minn. Even speakers for centennial observance purposes, such as the latter two communities want, are unavailable after September 15.

The list of dates which will have to go without assistance from the Centennial Office include Kenyon Centennial Fair, September 15-17; Rock County Fair, Luverne, September 14-16; Windom Flax Days, September 17; St. Paul Truck Rodeo, September 17-18; McLeod County Fair and Pageant, Hutchinson, September 18-22; Forest Lake Diamond Jubilee Celebration, September 21; Montgomery Kolacky Day, September 25; Mankato Centennial Fete, September 17-18; International Falls Forest Festival, September 23-24; Duluth Fall Festival and Centennial Fete, October 1-4; University of Minnesota Centennial Concert, Minneapolis, October 4; St. Paul Lief Erickson Day, October 9; Montgomery Centennial Threshing Bee, October 9; Duluth Centennial Concert, October 14; Historical Society Birthday, St. Paul, October 20, and City of St. Paul Centennial Fete, November 1-3.

Pageant Group Disbands

"These requests for aid will continue," one Centennial Office official said, "but we cannot make any commitments, naturally. Right now we are trying to get some final reports ready. That in itself would be a couple of months' job. Who can do that and help communities, too?"

Meanwhile, the Centennial Office's pageant organization, under the direction of Harold and Adah Searles, disbanded after its final performance Sunday (28) at Lake Bronson.

As the close of the Territorial Centennial Celebration approached, several members of the staff have indicated that they hoped to be around when the Minnesota Legislature starts talking about a Statehood centennial observance to mark the 100th anniversary of Statehood in 1958.

"We'll move heaven and earth at that time to keep this celebration business out of the hands of a group of academic individuals such as make up the Historical Society," one man declared. "I'll do it if I have to run for political office, seeking a seat in the Legislature, or if I have to conduct a one-man lobby. Such a celebration should be run by trained men who know the entertainment and amusement business and not by students or teachers who know nothing but their studies."

Muncie, Ind., Fair Run-Off Hit by Rain

MUNCIE, Ind., Sept. 3.—Run-off of the previously polio-postponed Muncie Fair here was headed for a financial loss Friday (2), the fifth day of its nine-day run. Operating without livestock and agricultural exhibits, the run-off was rained out Sunday (28) and Wednesday (31) and also was hit by some rain Tuesday (30).

Cavalcade of Amusements, holder of the contract for the original dates, are on the midway, but their business was down, due to the weather and the fact that the re-run lacks the pull of a full-scaled fair.

Wirth Acts, Revue Preem At Fonda, N. Y., Annual

FONDA, N. Y., Sept. 3.—The Montgomery County Fair opens here today for a five-day run, with a group of thrill acts and Frank Wirth's revue, *Happy Landing*, as grandstand attractions.

The line-up of acts appearing include the Apollos, high swaying pole; the Torelli Sisters, Liberty horses; Jack and Charlie Brick, trampolines, and the Herzogs, Roman rings.

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Replacements, Numbered Balls, Ea.58
3,000 Jack Pot Slips (strips of 7 numbers) Per 1,000 1.25
M. W. Cards, Ex7, White, Green, Red, Yellow. Per 100 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M 1.50
3,000 Leatherweight Bingo Sheets, large size, 3 1/2 x 3, 5 colors, loose, no pads. M 1.75
Adv. Display Posters, size 24x36. Each10
Cardboard Strip Markers, 10 M for75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers. Master Board; 3-piece layout for 15.00
Thin Transp. Plastic Markers, Bwn. 1/4 M 1.00
Red or Green Plastic Markers, 1/4. Square, Round or Scalloped, \$2.50 M) 1/2 size \$2.00 M
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BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Wedlock, Ariz.
September 3, 1949.

Dear Editor:

This is America's greatest family midway. In 30 years our personnel has multiplied to 1,000. The children and grandchildren of the shows' founders are now numbered in the hundreds. Children of members of the shows' original personnel have married into the Ballyhoo family. We are no longer classified as a troupe—we're a clan. However, we have been painfully particular about our mating. In the spring when the pairing-off season arrives, that is when the selecting of brides and grooms-to-be is carefully studied by our matrimonial committee.

Let it be understood that we have no choosing days for our youngsters. The selecting is done by our matchmakers who know just how to mate the couples thru their likes and dislikes. Here is none of that love at first sight. They are united in matrimony because they both like the same music (turntable or juke box), the same foods (a la grease joint), the same entertainments (giving a guy the hot-foot or grapevine gossiping) and the same work whether it be shake, grind and bump or count 'em up, turn it around or three balls for a dime.

Our matchmakers know whether a gal born under the sign of Leo the lion will make a lifetime helpmate

Harald Madsen Dies In Usserod, Denmark

USSEROD, Denmark, Sept. 3.—Harald Madsen, 50, internationally known Scandinavian clown, died recently in a hospital here. He was for many years a member of the famous clown trio headed by Auguste Miehe, which played the leading circuses and music halls of Europe. Madsen also was a contortionist and a capable performer on the trapeze and tight wire.

Madsen and his partner, Carl Schenstrom, were at one time the top-ranking movie comics of Scandinavia as Doublepatte and Patachon, and their films were good box-office thruout Europe.

Duo went into temporary eclipse with the advent of talking films but Madsen, after a few none-to-successful flings at operating circuses and other ventures, made a successful comeback as a joey with Circus Berny & Rex, of Norway, in 1946, and made an equally successful tour of Finland in 1948 with the Danish circus, Schmidt Bros.

Polio Epidemic Causes

Mills To Blow Butler, Pa.

BUTLER, Pa., Sept. 3.—A polio epidemic forced Mills Bros' Circus to cancel its engagement here Wednesday (31). City health officials ruled all public gatherings be canceled the day before the Mills org was to show here.

In New Castle, Pa., Tuesday (30), the show did light business. Weather was okay at matinee time but rain hit about an hour before the night show started.

Minnie Unit on Display

COOPERSTOWN, N. Y., Sept. 3.—A miniature circus was placed on permanent display at Farmers' Museum here recently by the New York State Historical Association. The unit, known as Ricardo's Circus, was constructed by the late Richard C. Ellsworth, former secretary of St. Lawrence University in Canton, N. Y. It was erected by George H. Barlow 3d, Robert E. Ellis and Robert Sweeney, all of Binghamton, N. Y., and miniature circus builders and hobbyists.

for a boy born under Taurus the bull. The committee never sanctions a match between a ball-game queen and a roll-down agent. Their likes are two far apart. She is given a coke bottle worker. Thirty years ago our train comprised 35 flatcars and 10 coaches. We still have the same number of wagons and flatcars, but by multiplying our people we have increased the number of coaches from 10 to 50.

Back in 1929 General Agent Lem Trucklow's daughter by his seventh wife fell in love with a geek. When our committee discovered that they were both born under the sign of Scorpio the knot tying was called off, because they figured she would become a member of the geeking fraternity. Instead they selected the son of Ulrich Ballyhoo, a ride foreman, with the wedding turning out well for both. In 12 years he accumulated enough money thru the finding of pokes in ride seats to buy her a mug joint. The geek, who was lonely in his pit, in desperation married a townier by the name of Stiffia Baldinghoo (no blood relation of the founder even tho the name is similar) and both were banished from the midway.

Five years ago a granddaughter of Cyrus Ballyhoo, operator of the shows' restrooms, left her berth (upper) and board to elope with a chump who owned a chain of banks. The gal had everything to live for, was a favorite among the bellysticks and had the run of the restrooms without tipping. Yet she threw herself away to wear furs and diamonds, to live in a mansion, to drive big cars and to have servants to wait on her. After three years she came humbly back to the lot. Her husband came to the lot at least 20 times seeking a reconciliation, but the committee had already found a stable boy on the pony ride who was more fitting for her. She was forgiven and told to let it be a lesson to her and was taken back into the tribe. To escape from this show you have to either die or divorce it.

Circus Historical Society

WICHITA, Kan., Sept. 3.—The fourth annual national convention in Baraboo, Wis., registered the largest attendance in history. Bill Kasiska, despite ill health, mapped out a swell program. Harry Simpson had circus paintings, made by Glen Tracy, on display. John M. Kelly, whose speech at the banquet is still being talked about, had a vault in the Baraboo bank to house his circus collection. Walter Schacht, former wire walker now residing in Baraboo, presented the writer, president of the CHS, with a money bag which at one time belonged to the Adam Forepaugh and Sells Bros.' United Shows, and Ed Gollmar presented me with a picture of the Gollmar Bros.' Circus of 1892.

John and Ruth Van Matre attended the Railroad Fair in Chicago. Ruth, with the two children, Sylvia and Bette, returned to Philadelphia, but John came on to Baraboo for the convention. Tom Parkinson, Shreveport, La., hit *The Shreveport Times* with a circus story and *The Unadilla* (N. Y.) *Times* carried the story written by Mrs. Bessie Strait, Sidney, N. Y., for the May issue of *Bandwagon*.

Allen Wescott, M. Brown and John Crowley, during their trek of New England States, visited Robbins Bros. and also visited Bill Woodcock, now with the Al G. Kelly-Miller Bros.' Circus. Joe Tracy reports he has caught Cole Bros., Ringling Bros. and Barnum & Bailey and Robbins Bros.' circuses.

The writer and her husband, Fred, on the return from Baraboo to Wichita, stopped in Junction City, Kan., to catch the Clyde Beatty show.

Wis. State Fair Gets Record 200G Profit, 717,900 Gate

MILWAUKEE, Sept. 3.—An estimated profit of \$200,000 and an attendance of 717,900, both all-time records, were piled up by the Wisconsin State Fair, which closed Sunday (28) after a nine-day run.

The gate eclipsed the previous record of 676,288, established in 1941 and was almost 80,000 over the total for 1947, when the event ran nine days. Last year the fair was embraced in the Wisconsin Centennial Exposition, which ran 23 days.

Many grandstand receipt records went by the boards in the face of the record-breaking entrance. Biggest take of any grandstand attraction was \$77,377.50, registered closing afternoon for the 200-mile national championship AAA big car race. Grandstand and bleachers were scaled higher for this event, with admission to the races \$5, \$3.60 and \$2.

Total income for the grandstand for the full run was \$266,706.40, after taxes. The night grandstand show, a revue plus acts, booked thru Barnes-Carruthers Theatrical Enter-

prises, Chicago, accounted for an \$82,522.70 take in eight performances.

Other grandstand events and their grosses were Jimmie Lynch Death Dodgers—opening Saturday afternoon, \$3,798.50, closing night, \$12,377.50; midget auto races—opening Sunday afternoon, \$25,420.50; harness horse races—Monday thru Wednesday, \$2,900, \$5,163 and \$6,002; stock car race—Thursday, \$31,334; big car sprint races—Friday, \$7,316, and motorcycle races—second Saturday, \$11,946.

The fair operated without Grand Circuit races, and placed increased emphasis on speed and thrill shows. Four days of varied auto races yielded \$141,863, more than half of the total grandstand receipts for the entire run, both night and day.

Midway business was excellent, with the permanent rides, most of them owned and operated by C. A. Rose, getting heavy patronage, and with most of the shows winning money.

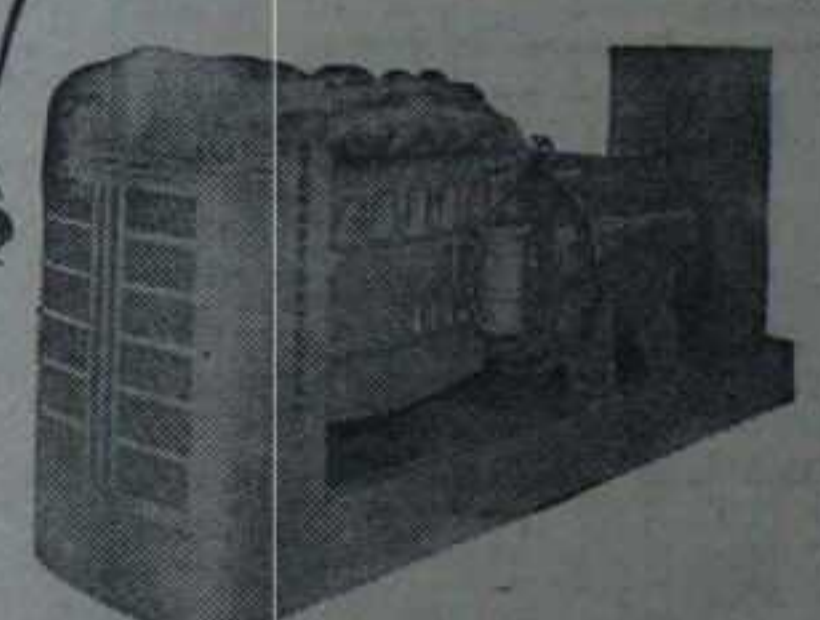
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American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Sept. 3.—Visits during last week included Gaiety Shows, Boxall Concessions and Fremont W. Smith, all showing collectively at Fairport, N. Y.; the Jones and Marguritte Concessions at Sea Breeze, N. Y., and the Carl Ferris Shows exhibiting at the Jefferson County Fair, Watertown, N. Y. Owner Carl Ferris and Manager Marty Smith extended many courtesies to the writer, and 116 additional personnel membership



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CHUNK-E-NUT PRODUCTS CO.
231 N. Second Street Philadelphia 6, Pa. 2908-14 Smallman St. Pittsburgh 1, Pa. 1261-43 E. Sixth St. Los Angeles 21 Calif.

Chester, Pa., Gives Polack Unit Big Biz

CHESTER, Pa., Sept. 3.—Polack Bros.' Eastern Unit, showing on Lloyd Athletic Field under ideal weather conditions, raked up an excellent three-day stand ended last Saturday (27). Capacity houses were on hand for both opening and closing nights.

Business garnered was particularly noteworthy in view of the fact that town had already harbored Larry Sunbrock's rodeo and six carnivals.

cards were issued for a total of 138, moving Ferris Shows into third place in the annual membership race.

Monday (28) we visited the B. & C. Exposition Shows and Gaiety Shows, which combined for the Monroe County Exposition just outside this city.

Current standings in the personnel membership race follow: Endy Bros.' Shows 301; James E. Strates Shows 251; Carl Ferris Shows 138; Cavalcade of Amusements 137; B. & C. Exposition Shows 55; Boxall Concessions 51; Gaiety Shows 45; J. J. Kirkwood Shows 36; I. T. Shows 34, and H. W. Jones Concessions 21.

Confirmation has been received from the Hotel Sherman, Chicago, approving meeting room reservations for the association's next annual meeting in November. Members who have not made application for room reservations are urged to do so at once.

Arrangements have been made for co-operative activities by this association and the National Association of Amusement Parks, Pools and Beaches with reference to admission tax legislation. Various members of Congress from many States are still insisting upon the repeal of excise taxes during the present session of Congress, but our information is that there will be no action in this field until considerably later in the year and that changes made will become effective in 1950.

It is significant that a Democratic member of the House Ways and Means Committee has asked the committee to convene in November to consider bills dealing with excise tax reduction. Statistical information received indicates that if admission taxes were reduced to the prewar rate, the public could have the advantage of an 8.3 reduction in costs. Whether tax legislation can be secured before the end of the year is problematical, but it is a virtual certainty that such legislation will be enacted in 1950.

Railway Progress has included in its September, 1949, issue excerpts of a letter written with reference to discriminatory railroad rates, by this writer.

Current indicators of business activity are all optimistic in tone and show a decreasing amount of unemployment and some increased purchasing power on the part of the public. A substantial upturn in business is expected early in 1950.

The important tax dates during September include September 15 when individual, partnership and corporation tax returns for fiscal years ended June 30 must be filed; third installment of 1949 estimated tax must be paid and August withholding taxes must be paid where the amount exceeds \$100. Admission taxes for August are payable on or before September 30.

A recent ruling has been received to the effect that fees paid for the preparation of an income tax return or for litigation of a tax deficiency or a refund are deductible on income tax returns where income is derived from a business or from property

Hunt's Port Jervis Biz Light

PORT JERVIS, N. Y., Sept. 3.—Hunt Bros.' Circus did only light business here, August 13, getting only a half-house at the matinee, a near three-quarters at night.

Carnival Routes

Send to

2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: (Fair) Perry, Okla.; Bristow 12-17.
All-American Midway: Sapulpa, Okla.; Shawnee 12-17.
American Beauty: (Fair) Webb City, Mo.; (Fair) Lamar 12-17.
American Eagle: Vienna, Mo.
American Funland: Hazen, Ark.; Wynne 12-17.
American Liberty: Sparkman, Ark.; Stamps 12-17.
American Midway: Gonzales, Tex.
A.M.P.: Franklinton, N. C.; Clarksville, Va., 12-17.
Badger State: Blue Earth, Minn.; Glenwood 15-18.
B. & C. Expo.: Oswego, N. Y., 7-11; (Fair) Vernon 13-18.
Beam's Attrs.: (Fair) New Florence, Pa.; (Fair) Cookport 13-17.
Bee's Old Reliable: (Fair) Waverly, Tenn.; (Fair) Horse Cave, Ky., 12-17.
Beeson, Tex.: Kingston, Mo.
Bernard & Barry: Windsor, Ont., Can.
B.H.: Red Springs, N. C.
Big Bend: Port Lavaca, Tex.
Big Four Am.: (Fair) St. Charles, Mo.
Big State: (Fair) Sudan, Tex.
Blue Grass: Clarksville, Tenn.; Woodbury 12-17.
Bogle & Reese: (Fair) West Mineral, Kan.; (Fair) Butler, Mo., 12-17.
Bohn & Sons United: Julesburg, Colo.
Borderland: Wharton, Tex., 8-18.
Brodbeck & Schrader, No. 1: (Fair) Dodge City, Kan.; (Fair) Blackwell, Okla., 12-17.
Brodbeck & Schrader, No. 2: (Fair) Longton, Kan., 13-15.
Brodbeck: Hill City, Kan., 7-9.
Brownie Am.: (Fair) Gotebo, Okla.; (Fair) Hobart 13-17.

(See Carnival Routes, page 60)

Rogers Org Fails To Get Biz at Two Texas Spots

BORGER, Tex., Sept. 3.—Rogers Bros.' Circus failed to chalk up satisfactory business in two Texas spots. Playing here Thursday (25) under auspices of the Borger Optimist's Club, the show registered only a half house at the matinee and less than three quarters at night.

In Perryton, Wednesday (24), it was a three-quarter night count, after less than a half house at the matinee. Poor location of the lot here was blamed for the light draw.

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Meeker's: (Rodeo) Lewiston, Idaho, 7-11.
 Merritt: Blue Hill, Me., 5-7; South Paris 12-17.
 Merritt's Midway: (Fair) Sibley, Ia., 6-9;
 (Fair) Stanton, Neb., 11-13; (Fair) Wayne
 14-17.
 Midway of Mirth: Hornersville, Mo.; Monette,
 Ark., 12-17.
 Midwest: (Fair) Jerome, Idaho.
 Midwestern Expo.: (Fair) Warsaw, Mo.
 Mighty Hoosier State: Knightstown, Ind.;
 (Fair) Akron 12-17.
 Mighty Page: (Colored Fair) Martinsville, Va.
 Model Shows: (Fair) Menville, Ia.; Audubon
 12-17.
 Moore's Modern: (Fair) Oblong, Ill.; (Fair)
 Shawneetown 11-16.
 Motor State: Alpena, Mich.
 Mound City, No. 1: Warrensburg, Mo.
 Mound City, No. 2: Versailles, Mo.
 Myers: Albany, Ga.
 Nessler's: (Fair) Rosiclare, Ill.
 Nelson, George W.: Villisca, Ia., 8-10; Mel-
 bourne, Ark., 15-17.
 Nolan, Larry: Eads, Colo.
 Northern Expo.: Mandan, N. D., 8-10; Mott
 11-14; Dickinson 15-17.
 Ohio Valley: Truman, Ark., 10-17.
 Pacific State: (Fair) Humble, Tex.
 Page Bros., No. 1: (Fair) Spencer, Tenn.;
 (Fair) Centerville 12-17.
 Page Bros., No. 2: (Fair) Petersburg, Tenn.
 Palmetto Expo.: Kingstree, S. C.
 Paul's Am. Co.: Greenfield, Mo.; Ozark, Ark.,
 12-17.
 Peck Am. Co.: Clarks Hills, Ind.
 Penn. Premier: (Fair) Port Royal, Pa.;
 (Fair) Ddrham, N. C., 12-17.
 Peppers All States: Harrisburg, Ill.
 Perry, Jack J.: (Fair) Leaksville, N. C.;
 Martinsville, Va., 12-17.
 Pioneer: Newton Hamilton, Pa.
 Playland: East Jordan, Mich.
 Playtime: (State Fair) Lewiston, Me.
 Powellson Expo.: McConnellsville, O.; Kill-
 buck 14-17.
 Powellson Greater: Bucyrus, O., 5-9; Lore
 City 12-17.
 Prell's Broadway: Ebensburg, Pa.; Covington,
 Va., 12-17.
 Prell's World's Fair: Rocky Mount, Va.; Ruth-
 erfordton, N. C., 12-17.
 Queen City: New Miami, O.
 Rafferty, James M.: Pinetons, N. C.
 Raines Am. Co.: West Tulsa, Okla.; (Fair)
 Mens, Ark., 12-17.
 Raney United: Madison, Minn., 8-11; Luverne
 15-18.
 Reid, King: (Fair) Schaghticoke, N. Y.;
 (Fair) Cobleskill 12-17.
 Rocco: (Arcade & Raney Sts.) St. Paul,
 Minn., 8-11.
 Rockwell, Mike: (Fair) Coffeyville, Kan.
 Rogers Bros.: (Fair) Cambridge, Minn., 7-10.
 Rogers Greater: (Fair) Marion, Ill., 5-9;
 Metropolis 12-17.
 Rose City: (Fair) Teague, Tex., 7-10; (Fair)
 New Boston 12-17.
 Rosen, H. B.: Lewisburg, Tenn.
 Royal American: (Fair) Topoka, Kan., 10-16.
 Royal Crown: (Fair) Union City, Tenn.; (Fair)
 Dyersburg 12-17.
 Royal Expo.: Sylvania, Ga.; Statesboro 19-24.
 Rumble Am. Co.: Linton, Ind.
 Schaffer's Just For Fun: (Fair) Ardmore,
 Okla.; Duncan 12-17.

Shan Bros.: (Fair) Sevierville, Tenn.
 Shorter's: Wells, Minn., 5-7; Kellogg 9-11.
 Silver Slipper: (Fair) Tompkinsville, Ky.;
 (Fair) Gainesboro, Tenn., 12-17.
 Skerbeck: Allenville, Mich., 9-12; Rudyard
 15-18.
 Smith Am. Co.: (Fair) Hydro, Okla.; (Fair)
 Wewoka 12-17.
 Smith, George Clyde: Curwensville, Pa.
 Smith's Funland: Middleport, O., 10-17.
 Snapp Greater: Marshfield, Wis., 4-8.
 Southern States: Hahira, Ga., 4-9-17.
 Southern Valley: Arkadelphia, Ark.
 Sparks, J. A.: (Fair) Hartford, Ky.
 Srader, M. A.: (Fair) Beloit, Kan.; (Fair)
 Beaver, Okla., 12-17.
 Standard: Hays Springs, Neb., 5-7; Gordon
 8-11.
 Star Am.: Marion, Ark.; Earle 12-17.
 State Fair: (Fair) Pryor, Okla.; Perry 12-17.
 Steblar Greater: Lyman, S. C.
 Stephens, Galt, Mo.; Queen City 14-17.
 Stephens, C. A.: (Fair) New Castle, Va.;
 (Fair) Spruce Pine, N. C., 12-17.
 Strates, James E.: (State Fair) Syracuse,
 N. Y.; Washington, D. C., 12-17.
 Stumbo, Fred R.: (Fair) Thayer, Kan., 7-9.
 Sunset Am. Co.: (Fair) Geneseo, Ill.; (Fair)
 Marshalltown, Ia., 13-16.
 Tassell, Barney: Woodbridge, Va.; Orange 12-
 17.
 Tatham Bros.: Mt. Pulaski, Ill.
 Thiess United: Joiner, Ark., 8-10.
 Thomas, W. A.: Newman Grove, Neb., 8-9;
 Herman 11-12; Scribner 14-16.
 Thomas Joyland: Chicago Heights, Ill.; (Fair)
 Coshon, Ind., 12-17.
 Thompson Bros. No. 1: Laurelton, Pa.
 Tinsley, Johnny: Marietta, Ga.; (Fair) Jack-
 son 12-17.
 Tip Top: Stanley, Wis., 9-11.
 Tivoli Expo.: (Fair) Odell, Ill.; (Fair) Poca-
 hontas, Ark., 12-17.
 T. & J.: Quitman, Ga.
 Turner Bros.: Eldorado, Ill.
 20th Century: Bethany, Mo.
 Twin State: Roseboro, N. C.
 Unified Expo.: Picher, Okla.
 United Liberty: (Fair) Maud, Okla., 6-10;
 Sallisaw 12-17.
 United States: (Fair) Webster Springs, W. Va.;
 (Fair) Belington 15-17.
 Utah Expo.: (Fair) Hotchkiss, Colo.; (Fair)
 Cortez 13-17.
 Veterans United: Schleswig, Ia., 8-10; Red
 Oak 12-14; Crete, Neb., 15-18.
 Victory Expo.: Pampa, Tex.
 Virginia Greater: Suffolk, Va.; West Point
 12-17.
 Vogt's Southern Am.: (Fair) Roosevelt, Okla.
 Volunteer: (Fair) Westmoreland, Tenn.; (Fair)
 Springfield 12-17.
 Wade, W. G., No. 1: (Fair) Imlay City, Mich.;
 (Fair) Petoskey 12-17.
 Wade, W. G., No. 2: (Fair) Wauseon, O.;
 (Fair) Coldwater, Mich., 12-17.
 Wallace Bros. of Canada: (Fair) Quebec City,
 Que., Can.; (Fair) Renfrew, Ont., 12-17.
 Wallace Bros.: Beaver Dam, Wis.; Cape
 Girardeau, Mo., 12-17.
 Wallace, L. K.: Scottsville, Va.; Lovington
 12-17.
 Wallace & Murray: (Fair) Covington, Tenn.
 W. E. Attrs.: Savannah, Tenn.

West Coast: Vallejo, Calif., 7-10.
 Williams, John, & Sons Rides: Greensboro,
 N. C.
 Williams Am. Co.: (Fair) Bland, Va.
 Wilson Famous: (Fair) Sandwich, Ill., 7-11;
 Morton, 14-17.
 Wolf Greater: (Fair) Jordan, Minn., 8-11;
 (Fair) Springfield 12-13; (Fair) Fairmont
 16-18.
 World of Pleasure: Angola, Ind.
 World of Mirth: Rutland, Vt.
 World of Today: Joplin, Mo.
 Young's Am.: Keithsburg, Ill., 8-13; Milan
 14-18.
 Young, Monte: Brigham City, Utah.
 Ziegler: Grandview, Wash.

Misc. Routes

2160 Patterson St Cincinnati 22, O.
 See

Hubler, George, Attractions: St. Paul, Neb.,
 7; Madison, Minn., 9; Wheaton 10-11.
 Miller's, Irvin G., Brown-Skin Models: (State
 Fair) Syracuse, N. Y., 5-10.
 McClung's Pythons: (State Fair) Louisville,
 Ky., 11-17.
 Slout, Toby & Ora, Players: St. Johns, Mich.,
 8-10; Ionia 12-17.

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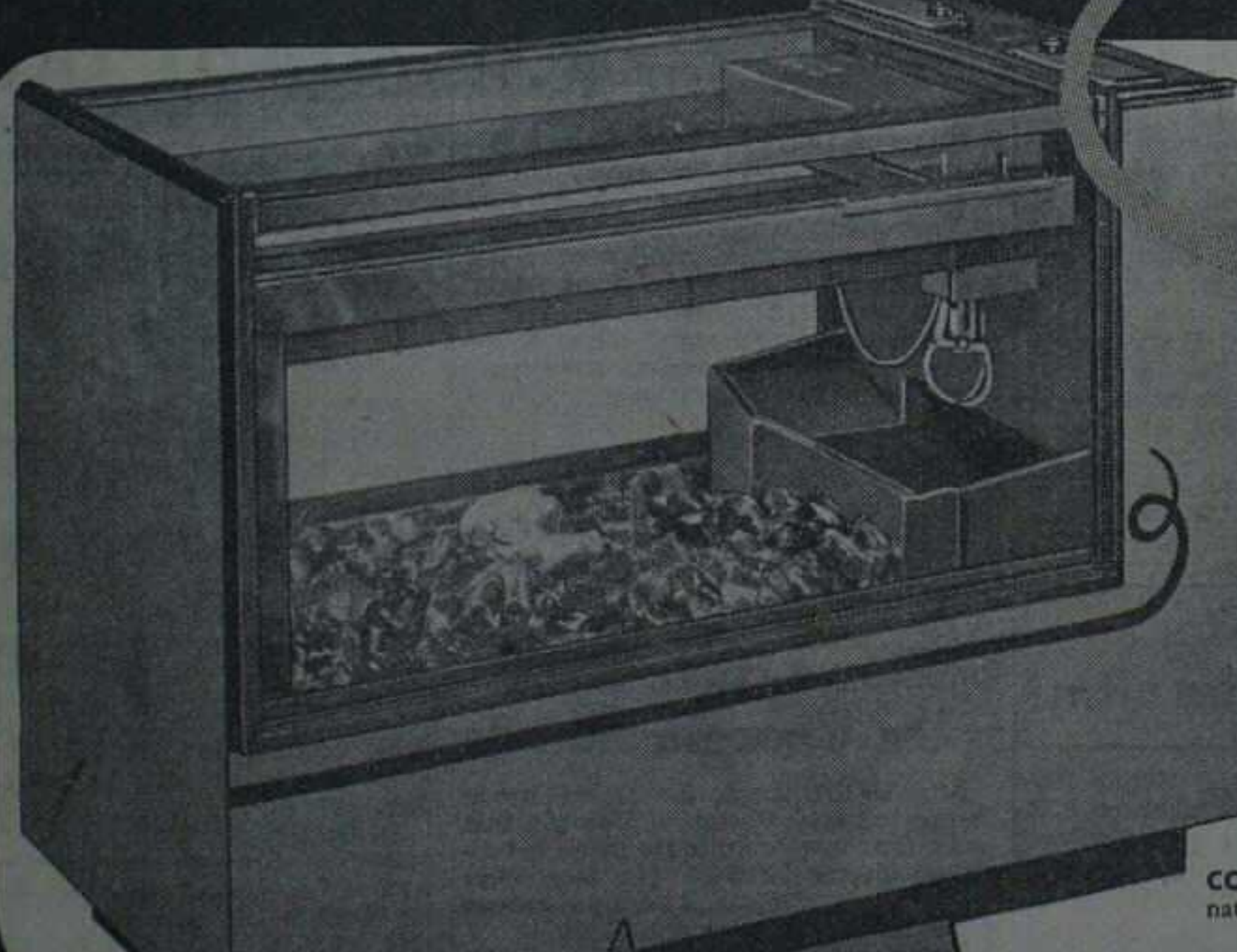


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COLE EXEC SHAKE-UP NEAR!

Two Top Men Give Notice; O'Donnell In

Tavlin Seeks New Blood

CHICAGO, Sept. 3.—A change in the top executive line-up of Cole Bros.' Circus is in the making, it was learned here this week.

At a meeting of Cole officials in Saratoga Springs, N. Y., August 7, Eddie McEuen, Saratoga Springs, and Roy A. McAndrews, Chicago, who with Jack (Abie) Tavlin purchased the show last winter from Zack Terrell, announced they wanted to sell their interests.

That sent Tavlin scurrying to find fresh money. As of Friday (2), the report was Tavlin had three men as possible buyers of McEuen's and McAndrews' interests. He hopes to complete a deal within two weeks.

O'Donnell Stays

When the deal with Terrell was made last winter, McEuen, McAndrews, Tavlin and Frank O'Donnell, Elizabeth, N. J., were the four principal stockholders. Each owned 25 per cent. Under the new set-up, O'Donnell and Tavlin will retain their 25 per cent each, with 50 per cent open.

Report has it that Tavlin is trying to interest two or more buyers to purchase the 50 per cent or to borrow enough to purchase it himself.

Another story making the rounds this week—and apparently it is the McCoy—was that a \$25,000 payment was due Terrell August 1. Tavlin, it is understood, called Terrell and reported he would like a time extension. This was granted. Terrell, it is understood, told Tavlin at that time that he was not interested in getting back into circus business.

While it is a known fact the Cole show is not making money, employees have not missed a pay day since the show opened in April. Earlier this season, employees took a 15 per cent pay cut at the request of executives. The cut has not been restored.

Tavlin, it is understood, still plans to winter the show in the new Miami quarters and has big plans for next season. Three feature acts, said to be the Hanneford family, riding act; Zaccini cannon act, and Con Colleano, tight wire, are reported already signed by Tavlin for next year.

Robbins Folds

At Dowagic

DETROIT, Sept. 3.—Robbins Bros.' Circus closed September 1 at Dowagic, Mich. Show re-entered the U. S. Sunday (28) at Port Huron, Mich., after a successful three-month tour of Canada, and showed to poor business Monday (29) at Lapeer, Tuesday at Howell, and Wednesday at Albion, Mich., so did not open at Dowagic.

Bob and Elva Stanley, who had three acts in the show, report all personnel were paid off and everybody satisfied, with C. C. Smith, manager, planning to reorganize and possibly reopen again this season.

Dressing Room Gossip Appears This Week on Pages 90-91

Difference of Opinion:

Who Owns Robbins Bros.' Title?, \$64 Question in New Brunswick

FREDERICTON, N. B., Sept. 3.—Current question in circus circles thruout the Province of New Brunswick is:

Who owns Robbins Bros.' Circus title?

According to the story, Milt Robbins, at the beginning of the 1949 season, leased the title to C. C. Smith. With the lease, not to mention the paint brush, Smith and Bob Stevens rechristened the erstwhile Bailey Bros.' Circus. Thereafter, the Robbins org (nee Bailey Bros.) entered Canada at St. Catherines, about June 1, for a tour of Ontario, Quebec and the Maritime Provinces.

August 18, *The St. John (N. B.) Telegraph-Journal* carried the following ad:

"NOTICE

"Robbins Bros.' Circus "Now touring the East, is using our name and title and has been legally notified. We organized and ran Robbins Bros. as a clean, lawful circus and no one has been given the rights to use our name.

"FRANK A. ROBBINS
224 Jarvis Street, Toronto
"GEORGE W. GLEW
Woodstock, N. B."

Denver Okay For Ringling Despite Cold

Sioux City Is Winner

DENVER, Sept. 3.—The third circus in here this year, Ringling Bros. and Barnum & Bailey, did okay business Wednesday (31), registering 8,000 at the matinee and capacity at night. Weather was cool, with some rain in the afternoon. Despite the unseasonable cold at night, org registered a full one.

In Cheyenne, Wyo., R-B gave only a night performance Tuesday (30) and drew a straw. Business in Norfolk, Neb., Saturday (27) was okay, with a full house at the matinee and three-quarters at night.

Sioux City proved a winner, with a straw matinee and capacity night.

Biller Org Finds Va., N. C. Biz Slim

REIDSVILLE, N. C., Sept. 3.—Biller Bros.' Circus, which hoped to find better business in Virginia and North Carolina than it found on its Pennsylvania trek, was experiencing tough going here.

Show hit rain in the afternoon and cold weather at night Wednesday (31). Result was two light houses: Tuesday (30), in Henderson, N. C., matinee was light and rain at night made for another light one.

Farmville, Va., Friday (26) gave with two light houses.

Best spot was Charlottesville, Va., Thursday (25), where the show chalked up two capacity houses: Tuesday (23), however, at Winchester, Va., business was light at both shows.

Milt Robbins, Side Show manager on Dailey Bros.' Circus, contacted when that org played Fredericton, reported he positively controlled the Robbins title and had leased it to Smith. "My mother and I took legal steps to protect our title ownership in 1924 and at that time we leased it to Fred Buchanan," Robbins said.

A check shows Buchanan used the title until his Robbins Bros.' Circus folded in Mobile, Ala., in October, 1931.

The title was unused from that time until 1938 when Jess Adkins and Zack Terrell, who were operating Cole Bros.' Circus as a 25-car show, desired to frame a 15-car show for smaller towns. They revived the Robbins Bros. title and sent a unit thru Eastern Canada.

Frank A. Robbins II, who has made his home in Toronto in recent years, operates one-ring circuses and small Wild West outfits in the Maritime Provinces. Glew is a native of Woodstock. According to the story, he became acquainted with the Robbins boys around Amsterdam, Troy and Schenectady, N. Y., in the early 1900's.

Later, in partnership with them, he operated various concessions on the Frank A. Robbins Circus. For two seasons he was known as the Great Leonardo, doing the leap-the-gap on a bicycle, as a free act on the circus midway. He engaged in various branches of show business until the death of his mother in 1933. At that time he returned to Woodstock to administer real estate owned by the family.

Wisconsin Tour Okay for K-M

RHINELANDER, Wis., Sept. 3.—The Al G. Kelly-Miller Bros.' Circus is getting okay business on its tour of Wisconsin. Org's biz here Thursday (1), was fair, a half-house at the matinee and three-quarter at night, but Saturday (27) in Cumberland, it registered two full ones. New Richmond gave with a three-quarter matinee and a full one at night Friday (26).

Playing River Falls Thursday (25), the show registered a three-quarter matinee and capacity at night.

Stillwater, Minn., played Wednesday (24), gave with a light matinee but a full one at night.

6 Shows Have Eyes On Georgia Stands

ATLANTA, Sept. 3.—Dales Bros.' Circus led an invasion of Georgia this week that may culminate in an interesting circus battle. No less than six outdoor circuses and one indoor show have agents in the field.

Dales played Toccoa, Gainesville, Canton and Cedartown before moving into Alabama and Mississippi and did satisfactory business, according to Mickey Dales. The show comes back later to play South Georgia.

The Ringling-Barnum show has booked Atlanta for a November date not yet announced, and will play two other Georgia spots.

Cole Bros., Dailey Bros., Clyde Beatty and King Bros. all intend to play large and small towns in the State, according to present plans.

Biz for Cole In Pacific NW Reported Up

Tacoma, Aberdeen Red

KENNEWICK, Wash., Sept. 3.—Business for Cole Bros.' Circus on its tour of the Pacific Northwest has taken a decided upswing, with overflows registered both matinee and night in Tacoma and Aberdeen and a three-day stand in Portland, Ore., getting good, but not terrific results.

Playing here Tuesday (30), the Cole org registered two near-capacity houses, this despite the fact the org was preceded by Clyde Beatty earlier this season. Monday (29), in Dallas, Ore., also played earlier by Beatty, Cole did just fair business.

The first two days of the three-day stand in Portland (26-28) proved big, capacity and near-capacity houses being the rule. Third day's biz fell off but was still satisfactory.

Longview, Wash., Thursday (25), gave the show a three-quarter matinee and a straw at night, while Olympia, Wash., the day before was light. Matinee was a half house and three quarters at night.

Cole officials said ticket prices were being cut only in towns in which Ringling Bros. and Barnum & Bailey are scheduled to play and in which they used wait paper and wait ads. Cole's prices in such cities are 83 cents, plus tax, for grandstand and \$1.20, plus tax, for reserves. Kid tickets go for 42 cents plus tax. Regular Cole prices are \$1.50 for grandstand, including tax, and \$2.75, with tax for reserves. Kid prices ordinarily are 60 cents with tax.

Emmett Sims, who resigned earlier this season as general agent for Biller Bros.' Circus, will join the Cole org in Helena, Mont., Thursday (8). Cole officials said Sims will work as promotion man in schools and colleges, a special department, and will not be assigned to the press staff.

King Finds Biz In N. D. Light

RUGBY, N. D., Sept. 3.—Back in the United States after a highly successful tour of Canada, King Bros.' Circus, hitting North Dakota spots around harvest time, is finding business much lighter than that recorded in Canada.

Org registered only a half-house at the matinee here Saturday (27) and only slightly better at night. Ringling-Barnum had played Minot, just a short distance from here, a week earlier, and most Rugby residents made the trip to see the Big One.

In Bottineau Friday (26), King registered a three-quarter matinee and capacity at night, while at Rolla the day before attendance was light at both shows. Show gave only one performance in Langdon Wednesday (24), this at night, and business was light.

On its last stand in Canada, at Morden, Man., Monday (22), the King org registered two straws.

Beatty Biz N. G. at Lamar

LAMAR, Mo., Sept. 3.—This city proved a blooper for the Clyde Beatty Circus Friday (26), org getting less than one good house in two performances.

N. Y. Spots Extend Runs, Set Ballyhoo

Closings Hinge on Weather

NEW YORK, Sept. 3. — While Coney Island's season will fade out without its usual Mardi Gras and altho no official closing date has been set for that resort, most of the amusement parks in this area are extending their season until mid-September and all will offer some form of whoopee during the final week. Tilyou's Steeplechase Park, the only bona fide amusement park left in Coney Island, is set to close Sunday, September 11, but most of the independent rides, attractions and concessions on the island will operate week-ends, after Labor Day, as long as weather is favorable.

Rockaway's Playland at Rockaway Beach will continue daily operation thru next Sunday, September 11, instead of closing Labor Day night, and will then operate week-ends as long as weather and business warrant. A masquerade contest has been scheduled for Thursday (8), to highlight the added week. A recent sweater girl contest at this park drew 15,000 and netted heavy picture coverage in the metropolitan dailies.

Henry Guenther's Olympic Park, Irvington, N. J., also will extend its season thru September 11 and will put on a Ladies' Day Thursday (9) of the closing week, with all women offered admission to the park and all rides at no charge excepting payment of federal taxes. This will be the third such treat for the fems, the first offered last week Friday (26) being so successful that it was repeated yesterday, with equal success.

Olympic Park has contracted Fred Murray, of the International Fireworks Company, for its annual Labor Day display of fireworks, which will take place Monday night (5) at the close of the open-air circus performance. Line-up of acts currently performing at the park has Senora Flordelina, wire walker; Morris and Morris, high perch; Lee Marks, comedy juggler, and the Waldorf Brothers and their boxing bear.

Palisades Amusement Park, Cliffside, N. J., has extended its season thru September 18 and will stage a series of special events for the two weeks following Labor Day, starting off with the elimination rounds in Bert Nevins' Mrs. America beauty contest, which will be held Tuesday (6), Wednesday (7) and Thursday (8) nights. The Kimris, novelty serial act, are the current free attraction.

J. J. Sartori, Coney Op, Dies at Age 67

NEW YORK, Sept. 3.—Joseph J. Sartori, 67, retired restaurateur of Brooklyn and a large property owner in Coney Island, died at his home in Brooklyn August 27.

Sartori formerly operated one of Brooklyn's popular eateries, Joe's Restaurant, on Nevins Street, and was interested in a second establishment of the same name in the Borough Hall section of Brooklyn as well as a third one, on the Bowery in Coney Island.

At one time he was part-owner of the Half Moon Hotel, Coney Island's biggest and most modern hotel, which recently was transformed into a hospital. Sartori led a movement to glamorize the run-down resort, which unfortunately failed to make appreciable headway.

Survived by his widow, Teresa Magiolo Sartori. Services were held from Fairchild Funeral Chapel, Brooklyn, August 29.

Bill de L'horbe Jr. Writes:

Tour of Southwest, Other Spots, Reveals Funspots Holding Own

(Editor's Note: Bill de L'horbe Jr., sales manager for National Amusement Device Company, Dayton, O., recently completed an extended tour, visiting various parks thruout the country. His letter to The Billboard follows.)

"I have just completed an extensive tour thru the Southwest, visiting many outstanding parks. Altho I found business crippled by polio, bad weather and decreased spending, the spirit of park operators is high, their optimism about the future more than heartening and their funspots holding their own.

"I found equipment buying better than expected. One good reason for this is the increased interest in Kiddielands. Many ops are installing or enlarging their Kiddielands. While attendance is down in many instances, many park men have been able to keep their gross on a par with last year by installing new equipment and putting emphasis on new promotions.

"Harry Batt, for instance, has inaugurated a neighborhood night each week at Pontchartrain Beach, New Orleans. With the addition of one or two more promotions, he has been able to increase attendance. Batt reports that while business is down in many of his departments, such as food, beverages, major rides etc., the over-all volume has increased, thanks to the addition of his Kiddieland.

Novel Entrance

"The entrance to Batt's Kiddieland is second to none. Built with a third dimensional effect, it has a Toonerville House on one side, a big birthday cake, supported by candles, on the other and a tall clown in the center. People do not enter thru the Kiddieland entrance sign, which is approximately 40 feet long, as this area is devoted to landscaping with an artistic fenced-in enclosure, in which there are some Toonerville men built in the flower gardens. Actual entrance to the Kiddieland, which is signified by candy canes in cross positions on either side of the entrance, is thru either side of the arch.

"In St. Louis I visited with Adrian Ketchum. Adrian and Eddie Pratt took me on a tour of the park, suffering from the polio scare and the heat of the day. But even in midafternoon, Kiddieland, with plenty of shade

Cold and Rain Hit Detroit Funspots; Bob-Lo Shuttters

DETROIT, Sept. 3.—Cold and rain hit week-end business (August 27-28) at Detroit funspots. Saturday (27) was chilly and Sunday it rained.

The polio scare has eased. Local health authorities announced schools will open on schedule. This announcement is expected to aid funspots, giving them a last-minute rush by the small fry before school starts.

First park in the Detroit area to shutter for the season is Bob-Lo, which closes Monday (12). Spot wound up the season with a 5 to 10 per cent increase in attendance. On August 26 Bob-Lo was host to 2,000 underprivileged youngsters. Event was sponsored by Mayor Eugene I. Van Antwerp.

Walled Lake officials announce that their funspot will continue operation at least one week-end following the Labor Day holiday. Most other parks will stay open from one to three weeks longer for week-end operations only.

trees, was doing business.

"Also in St. Louis I called on David Litvag who has a kiddie layout worth seeing. Dave, altho only in his first year in the business, is highly enthused by the acceptance of the park. He reports he and his associates are planning extensive additions and improvements for next year.

Morrison Plans Trip

"In Springfield, Mo., I found W. W. (Bill) Morrison, owner of the rides in Doling Park, planning a visit to State Fair Park, Dallas. Morrison plans to extend his Miniature Train track next year and also plans to add a ride or two.

"It's always a pleasure to visit Roy and Marvin Staton at Spring Lake Park in Oklahoma City. For last three or four years, Roy has been absent from the outdoor convention in Chicago because of ill health. Roy reports he hopes to attend at least one day this year. Marvin is in active charge of the park but Roy makes daily visits and continues to participate in all plans.

Frank Rush Jr., and his mother, operators of Craterville Park, Cache, Okla., reported their business on a par with last year. They have plenty of big things in mind for their spot next year.

It's a Dude Ranch

"Craterville Park is a bit unusual, in that it is a dude ranch of many acres, with cabins, a Penny Arcade, Merry-Go-Round, skating rink, swimming facilities, etc. During the spring, high school classes travel many miles to spend three or four days at Craterville. In the late summer and early fall, football teams spend several weeks in training. Special dormitory buildings and a cafeteria are maintained for their convenience. Always a bonanza day at Craterville is Easter Sunday, when many thousands stop in the park after Sunrise Services in the Mountain Shrine near by.

"One of the finest Kiddieland and amusement operations may be found in Wichita, Kan. Called The Sports Center, the operation is owned by the four Consolver brothers, with George as president and Luther and Newton actively engaged in the management. Louis is a golf pro. The spot has two miniature golf courses, a golf driving range and a Kiddieland. Winding pools course their way thru all the installations, with shores built of rocks and flower beds (See Tour of Southwest, opp. page)

Atlantic City Post-Season Outlook Lush

ATLANTIC CITY, Sept. 3.—Altho the season is entering its final lap, prospects for post-season business are bright in the face of a bumper crop of conventions booked for the resort. Four big meets in September are skedded to be attended by about 12,000 persons. The annual Miss America beauty pageant will take place the week after Labor Day.

For the three-month period from September 10 to December 10, nine big conventions are slated for Convention Hall. In addition, scores of other smaller meets are scheduled for beachfront hotels.

Preparing for the 1950 season, which Convention Bureau Manager Albert H. Skean describes as "terrific," the resort has already booked 23 conventions. Also set are one convention for 1951, two for 1952 and one for 1953.

Cut Rates, Top Promotion Set For Palisades

NEW YORK, Sept. 3 — Palisades Park, across the Hudson from uptown Manhattan, is winding up its season with two weeks of cut prices, special events and giveaways, which will precede its closing date, Sunday, September 18.

Following the Labor Day week-end the big funspot will stage the selection of finalists in the 11th annual Mrs. America beauty contest promoted by the park's drum beater Bert Nevins. Picking out the glamour fems, who will get a whack at the title at Asbury Park, N. J., September 10-11, will require three nights: Tuesday (6), Wednesday (7) and Thursday (8).

Contest Judges

As usual, Nevins and Jack and Irving Rosenthal, owners of the park, have corralled a bevy of radio, cabaret and movie personalities to act as judges of the contest. Among those slated to ogle the glamour gals are Maggi McNellis, Freddie Bartholomew, Murray Korman, Helen Fraser, Eddie Senz, Jack Magman, Harry Richman, Helen Jepson, Alice Burroughs, Adele Hunt, Tony Lane, Hal Tunis and Max Cole.

Beginning Tuesday (6) all rides will be 5 cents in the afternoon, week-days, and 10 cents in the evenings and all day Saturday and Sunday. On Tuesday, September 13, a completely furnished \$15,000 Lustron house or—if winner prefers it—\$10,000 in cash will go to holder of the lucky ticket, while on Thursday, September 15, a lucky patron of the park will get a Plymouth car and a television set.

Gotham Crowds Build as Polio Scare Lessens

NEW YORK, Sept. 3.—Polio scare, which has been blamed for the slump in attendance at beach resorts and amusement parks in the New York area, is apparently wearing off, as crowds at all spots over the past week-end were almost normal.

Rockaway Beach registered one of the biggest gains, with attendance Sunday (28) estimated at 900,000, against 650,000 the preceding Sunday. Coney Island reported a turnout of 850,000 Sunday (28), as compared with 750,000 the previous week. Swanky Jones Beach hosted 81,000 Sunday and Jacob Riis Park drew 50,000, a hefty increase over the 10,000 at that swim spot the preceding Sunday.

Final fireworks display of the season at Coney Island Tuesday (30) drew 450,000. Coney Island's Chamber of Commerce, which sponsored the pyro displays put on by Fred Murray, of International Fireworks Company, reports that 10 weekly shows put on this summer drew more than 4,000,000 kibitzers.

Rockaway Beach's regular Wednesday night (31) display of fireworks, sponsored by Rockaway's Playland, was washed out by rains.

Miss Minnesota Contest Sets Mark at Excelsior

EXCELSIOR, Minn., Sept. 3.—The Miss Minnesota Contest, won this year by Gloria Yvonne Burkhardt, set a new attendance record for the event at Excelsior Park, August 21. Rudy Shogran, public relations director in charge of the contest, announced this week.

More than 5,000 were on hand in the afternoon during the pageant and at night more than 10,000 were present for the final voting.

Jantzen Week-End Attracts 13,438

PORTLAND, Ore., Sept. 3.—Jantzen Beach Park here pulled 13,438 persons for the August 20-21 week-end, General Manager R. W. Owlsey reported. Attendance was 7,290 Saturday (20) and 6,148 Sunday (21). Ballroom attendance for the two days, with Woody Herman's ork on tap, was 2,363. Prices in the ballroom ranged from 75 cents to \$1.50.

The previous week-end, August 13-14, attendance hit 12,990. Saturday (13) showed 4,624 going thru the gate, with Sunday's attendance 8,366. Van Garber's ork, in the ballroom, drew 2,096 for the two days. Admish was \$1.75 for modern and 75 cents for old-time dances.

Charlie Barnet's ork is scheduled his week-end.

TOUR OF SOUTHWEST

(Continued from opp. page)
Adding to the beauty. Features of the park and Kiddieland are an ancient, yet elaborate, popcorn wagon, Kiddie Roller Coaster, Allan Herschell Merry-Go-Round and Auto Ride, a Traver horse and pony cart ride, a Mangles Roto Whip, an Eli Kiddie Ferris Wheel and a Dark Ride for kids.

Figure Eight Still Works

"The old Figure Eight Coaster, built by Ingersoll many years ago, still in action at Galveston, Tex., where business is generally off from last year. Stuart Beach Kiddieland, also in Galveston, in its second year of operation, reported business holding with last year.

"In San Antonio, Jimmy Johnson raved about the weather and the wonderful hunting and fishing in Texas!"

OHIO STATE FAIR

(Continued from page 52)
Tampoline act; Acevedo Troupe, tight wire; the Yacopi Troupe, acrobatic-teeterboard; Sangor, Ross and Andre, comics; Captain Pickard and his trained seals; the Four Marvels, jugglers; the Two Mirths, knock-out comedy; Russell and Jeanne, novelty dance team, and Winifred Colleano, trap act.

Gooding Amusement Company reported its midway business held close to '48.

Weather thruout was good, excepting for showers which did little harm.

Indiana's Pay Gate In Heavy Pay-Off

(Continued from page 52)
same day last year, and today chalked up excellent business. As a result, the C. & W. org had piled up a gross exceeding that of last year as it faced the always big Sunday.

The polio scare, which several weeks ago had given birth to a threat that the fair would be canceled, abated before the opening. Polio, as a result, will have little effect upon the final outcome, according to officials. Some go so far as to point out that the earlier cancellation of some Indiana fairs due to polio served to whet Hoosier appetites to attend the State fair.

Use New Parking System

One of the features of the fair this year is the operation of a new parking lot, a 24-acre tract some four blocks from the fairgrounds. Six busses were placed in use to shuttle patrons from the parking lot to the fair and, after three days of operation, the fair management declared the system a success.

Among visitors the first few days of the fair was Henry J. White, manager of the Illinois State Fair, Springfield.

CONEY ISLAND, N. Y.

By UNO

Despite another week-end (August 27-28) of ideal weather, attendances were off in the a.m. but got better after sundown. Ops continue to blame polio publicity and scarcity of spending lucre.

The start toward building a \$4,000,000 aquarium as a successor to the old New York Aquarium is coming up this fall, according to Park Commissioner Robert Moses and Fairchild Osborn, prexy of the New York Zoological Society. Marine spectacle, it is estimated, will take two years to complete. Structure will be located between West Fifth and West Eighth along the Boardwalk on the eastern end. Land cost to the city is \$8,000,000. Building will be more than 1,100 feet long and made of stainless steel, chromium and plate glass. Two hundred and fifty tanks will contain 1,250,000 gallons of water. Christopher Coates, head of the old aquarium and now curator of the Bronx Zoo, will be the boss of the new aquarium. In the plans there is also an overhead ramp leading from the subway station to the building.

Among promotions certain for 1950 are a drive-in theater by the Jackmans, George and Erwin, located on the site of Luna Park's interior, with entrances on Surf and West 12th; an open-air garden by the Shaw Brothers where now is a vacant lot on Henderson's Walk between Surf and the Bowery; a steel building to house an attraction not yet determined by Morris Goldberg and Jack Meers to replace their golf course on the Bowery front of Kyrimes' ride park; a parcel-checking structure together with a larger rest building and a large luncheonette by James Kyrimes at his Bowery ride park, and a bandstand plus name orks and vaude acts on the end of Steeplechase Pier.

Funeral services, August 24, for Charles L. Feltman, Coney restaurateur who died August 23, was attended by many ops. Feltman; his brother, Alfred, and their father, conducted Feltman's Park and Restaurant from 1871 to 1946. . . . Another recent passing of a noted Coney celeb was that of Joseph Sartori, who operated three eateries, one on Coney and two in Brooklyn under the name of Joe's Restaurant. Island establishment was a Bowery landmark for over 25 years. At one time Sartori was part owner of the Half Moon Hotel. Burial was on August 29.

John McCormack, who started on

O & J. Jam CNE Grandstand, Head for Record 400G Gross

(Continued from page 52)
times by Robert Sidney make for a visual treat. Joseph Litau capably directs the huge orchestra. William Johnson is stage manager.

Single Animal Act

Palenberg's Bears, only animal act in the two-and-one-half-hour opening night presentation, were squeezed, rather than worked into the production, due to a late arrival. Nevertheless, and despite their tail-end appearance before a tuckered audience, the bear act won considerable favor from the crowd, an indication, perhaps, that more acts of this type, as well as outstanding novelties, might enliven the proceedings.

Dancing specialties are capably handled by the Dunhills, Berry Brothers, Wallace Siebert and Gloria Gilbert, the last named a favorite with the crowd by virtue of a spectacular toe routine.

Matinee Program

The afternoon program features 26

top circus and novelty acts inked thru the George A. Hamid office. They are: Henry's Trained Dogs; Plutocrats, Dalmatian dog act; Josh's Monkeys and Chimp; Marcus Troupe, club and hoop juggling; Shirley Lavallo, Jean Dawn and Florence Lin Howe, contortionists; Smetona and Don Francisco, slack wire; Robinson's Elephants; Pia and Alexandria, loop-the-loop; the Norbertys, aerialists; Kitchen's Midget Mules, Liberty; Kitchen's menage horse act; Four Cantons, Chinese acrobats; Sorelle Saltons and Company, balancing and tumbling; Bradfords, teeterboard; Baranek Sisters and the Saranoff Troupe, perch acts; Kitchen's Liberty horses; Ferdinand the Bull; Von Schmidts' Tony, trained horse; Flying Dobritsch; Glens, rolling globes; Allaine and Allain, equilibrists, and Peaches and Her Aerial Sky Ballet.

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ST. PAUL HEADS FOR RECORD

Gate First Six Days Runs Ahead of Peak '47, Tho Rain, Cold, Polio Hit Attendance

Receipts From Midway, Gate, Stand Close to '48 Total

ST. PAUL, Sept. 3.—Overcoming rain most of Tuesday (30), extreme cold weather Wednesday (31), and a polio scare scattered thruout the State, Minnesota State Fair set a record-breaking attendance pace thru Thursday (1), the sixth day of its 10-day run. Holding the same gait thru the Labor Day finish, the fair will top the 902,693 record-breaking attendance set in 1947.

Day by day attendance thru Thursday, as compared with '47 and '48, follows:

	1949	1948	1947
Saturday	75,711	60,143	62,486
Sunday	125,337	110,600	107,867
Monday	56,270	69,571	64,930
Tuesday	58,980	64,659	73,353
Wednesday	62,464	73,304	75,233
Thursday	81,287	71,353	74,637
	460,049	458,630	458,506

The opening week-end showed a sharp increase over the past two years. The polio scare hit Monday (29), kids' Wednesday's totals under both previous years. Wednesday's weather was so cold that patrons took to overcoats. Thursday, however, weather warmed, and the record-breaking turnout responded. An indication that polio is keeping many moppets from the grounds is that the State thus far this year has had 914 such cases reported, with 52 deaths.

Receipts Close to '48

Total receipts thru Tuesday (30) were running close to '48, according to Ray Lee, fair secretary. Figures compiled thru that night showed receipts from outside gates, carnival and grandstand to be about \$5,000 off from those of 1948 at the same point. As of midnight the receipts were \$225,064, as compared to \$230,371 in 1948. Harry Frost, concession superintendent, reported that concession sales are at an all-time high, with 300 concessions and 300 exhibits on the grounds.

Grandstand attendance figures compiled thru Tuesday (30) showed a total of 62,053, as compared with 53,610 in 1948. Night grandstand business, however, was off for the same period, with 39,533 for four night performances, as against 45,869 last year.

Approximately half the day grandstand attendance was racked up Saturday and Sunday by AAA-sanctioned auto races. Doug Baldwin, assistant fair secretary, pointed out. These events, first under the AAA here, were staged by Sam Nunis. Harness horse races Monday thru Wednesday did little business.

Chitwood Shows to Capacity

A sellout of the 25,000-capacity grandstand was registered Thursday (See St. Paul Gate on page 68)

Crowds Off, Spending Tight at Malone, N.Y.

MALONE, N. Y., Sept. 3.—According to H. B. Kelly, president and secretary of the Franklin County Agricultural Society, attendance at the 99th annual Franklin County Fair, which closed Saturday (27), was lighter than last year.

The slump in attendance was attributed to tightening up on spending. Concessionaires on the midway also reported a considerable drop in business, altho the O. C. Buck Exposition Shows stated that rides and shows did okay, with grosses on some days running higher than those of last year.

Bay City, Mich., Doubles '48 Gate

BAY CITY, Mich., Sept. 3.—Combination of ideal weather and strong attractions enabled the seven-day Bay County Fair, which closed here Saturday (28), to double its attendance, both on the grounds and in the fairgrounds.

Cetlin & Wilson Shows held down the midway, giving the fair its biggest ride and show set-up in its history. Jack Raum's *Cavalcade of Stars*, presented in front of the grandstand, yielded a substantial profit to the fair.

Stepped up publicity, plus interest sparked by the management, were other factors in the heavy attendance. Webster H. Gansser is fair secretary. The annual was revived last year after a wartime lapse.

CNE Gate Ahead of Record '48 Total at Half-Way Mark

TORONTO, Sept. 3.—Despite chilly weather, plus some rain which caused the cancellation of a night show for the first time in 23 years, the Canadian National Exhibition (CNE) had topped last year's attendance figures by over 11,000 as of yesterday (2), the half-way mark of its skedded 14-day run.

Comparative attendance figures follow:

	1949	1948
Friday (26)	103,000	105,500
Saturday (27)	254,000	255,500
Monday (29)	197,500	203,500
Tuesday (30)	178,000	164,000
Wednesday (31)	187,500	196,500
Thursday (1)	181,500	174,000
Total	1,111,500	1,106,000

A continued increase in attendance will almost surely result in greater over-all revenue. To date the midway is the only major segment reporting a decline in revenue, but operators Patty and Frank Conklin are confident that the gross will surge ahead with better weather.

Grandstand Clicks

The Olsen and Johnson night grandstand show is sold out except for a few rush seats held for sale prior to each performance. The com-

Still Flying!

LIMA, O., Sept. 3.—Much excitement prevailed here at the outset of this city's annual Allen County Fair, August 23-27, when Bill Dunn and Helen Siegrist, of the Charles Siegrist Troupe, struck oil while putting up the rigging for their act.

The gusher sprayed the rigging and everyone around it but the disappointment came when they discovered they had driven a stake thru an eight-inch oil pipe, the property of the Buckeye Oil Company. The Siegrists are still flying for a living.

Boff Bill May Boost Marks At Reading

Big Grandstand Advance

READING, Pa., Sept. 3.—Jimmy Dorsey's ork, the U. S. Air Force band, "Mrs. America of 1949," and Johnny Olsen, radio giveaway emcee, are among attractions booked for the Reading Fair which opens an eight-day run Sunday (11).

As in the past, the fair will sponsor the only Grand Circuit horse racing in Pennsylvania. The over-all purse awards of \$50,400 are believed to be the largest ever offered at a fair in the Keystone State.

Joie Chitwood and his Auto Daredevils will supply the racetrack entertainment on the opening Sunday afternoon, and Jack Kochman's Hell Drivers will move into the fair Saturday afternoon (17). AAA big car auto races, directed by Sam Nunis, and featuring Indianapolis winner, Bill Holland, will be presented on closing Sunday afternoon (18). Chitwood, Nunis and Holland all make their home in this city.

Night Shows Set

Nightly stage entertainment will be augmented on opening Sunday and Monday by Dorsey and his ork and the Air Force band. The Monday night show will also include two hill-billy units, Shorty Long and the Sante Fe Rangers and the Georgia Crackers. The "Miss Reading Fair" finals will be held Saturday night.

Beginning Monday and continuing thru Saturday, the nightly stage bill will feature George A. Hamid's Roxyettes revue and these supporting acts: Athos and Company; Paul and Paulette, the Flying Dobritches, Loof Rios, Therons, Pia and Alexander, Marcus Troupe, Linon, Whitaker Eros, Josh Kitchen and his trained animals and Leonard Gaudier's Ericklayers.

Except for Sunday a fireworks display will conclude each night's show in front of the grandstand. Music will be furnished by the Reading Fair Band under direction of George Haller.

The Johnny Olsen show will be (See Reading Bill on page 92)

Cortland Clicks; Wirth Jams 'Em

CORTLAND, N. Y., Sept. 3.—The Cortland County Fair, which opened a week's run here last Monday (29), is clicking at a record-breaking pace as it heads into today's closing sessions.

The grandstand has been registering sellout biz, with turnaways being tabbed on some occasions, to chalk up new records.

Featured night show fare is Frank Wirth's *Swing Out the News Revue*, featuring the Wayne Marlin Trio, John Panter Singers, Barrett and Allen, Bobby Dae and Babs, Georgina Dieter, Salaci's Puppets, Shyretto Trio, Capt. Heyer and Starless Night, the Gaudsmith Brothers, Packs' Baby Elephants, Johnson and Owen, and Greg Talbot, emcee. The Spring Garden Band furnished the music.

The special concert of the Army Air Force Band Thursday (1) was broadcast from in front of the grandstand.

The James E. Strates Shows were on the midway.

Rain Tumbles Gate Figures At Essex Jct.

Paid Mark Off 10,500

ESSEX JUNCTION, Vt., Sept. 3.—Unfavorable weather caused a drop of 10,500 in attendance thru Thursday (1) at Champlain Valley Exposition. Opening day, Monday (29), was totally lost to rain which continued thruout the day and left some portions of the grounds as much as a foot under water. On Thursday a weather bureau forecast of strong winds resulted in many prospective patrons remaining away.

The 28th annual exhibition was framed to attract and handle the largest crowds in its history. Free exhibits were more numerous than in the past. Strong grandstand features included a George A. Hamid night revue, Jack Kochman's Hell Drivers and five days of harness racing. World of Mirth Shows were on the midway.

Favorable weather thru today's (See Rain Tumbles on page 68)

ics are expected to gross a record \$400,000. Jack Kochman's Hell Drivers and a program of George A. Hamid acts also have played to huge audiences in front of the 22,000-seat grandstand.

Rain washed out the Olsen and Johnson show Wednesday night (31) after a capacity audience had viewed about two hours of entertainment, including about 40 minutes of effort on the part of the comics. General Manager Elwood Hughes informed the audience that a special performance would be given Tuesday (13), the day after the official closing of the fair, and that all ticket stubs would be honored.

Wednesday afternoon the waterfront show had to be cancelled because of the high waves on Lake Ontario.

Rain hampered the turnout Monday (29), Children's Day. Promotion of attendance for this day included the distribution of 500,000 free tickets to school children.

Last year the CNE drew 2,612,000 people, about a quarter of a million above the previous record.

DES MOINES NEARS '48 DRAW

Ottawa Has Record 385,890; Execs See Need for Expansion

OTTAWA, Sept. 3.—Despite rain on three days, the Central Canada Exhibition, which closed a six-day run here Saturday (27), drew a record-breaking 385,890 paid admissions. The previous mark, set last year, was 349,750. Rain considerably hampered activities Tuesday night (23) and again on Saturday. A thunderstorm and cloudburst Friday night (26) resulted in the only falling off in daily attendance. Daily comparison figures follow:

	1949	1948
Monday	62,895	58,064
Tuesday	45,472	44,200
Wednesday	80,961	62,141
Thursday	72,209	56,341
Friday	43,375	56,577
Saturday	80,978	72,427

With this year's increase of 36,140 following the 25,000 jump registered last year, the directors met Saturday to consider the need of future expansion. Except for bad weather, it was felt that the pre-opening prediction of a 400,000 gate would have materialized. The huge 80,000-plus crowds Wednesday and Saturday taxed the capacity of spacious Landsdown Park and necessitated closing the gates in the interests of public safety.

Intensive Promotion

Crowds are coming to the exhibition from an ever-widening area, due principally to intensive promotional efforts under the direction of H. H. McElroy, secretary-manager. Tickets are on sale in every town and hamlet that could possibly account for a few paid admissions.

The giveaway of three automobiles and other prizes totaling \$7,000 on closing night stimulated the terrific closing day attendance in the face of rain. The prizes also accounted for the record advance sale since they were limited to the purchasers of tickets prior to opening.

Altho forced to buck rain on three occasions, George A. Hamid's Grand-

stand Follies, featured night entertainment fare, played to 45,941 paid admissions. Consensus is that with good weather the show would have easily topped the record 48,921 chalked up last year.

Hamid Show Licks Rain

The Hamid revue, featuring changing sets and a gold rush theme and produced by Leon Leonidoff, Radio City Music Hall producer, won considerable favor. Hamid was on hand personally for the early showings and Tuesday night managed to engineer the presentation of nearly the entire production despite driving rain. Performers co-operated and the line went on in slickers and barefooted to go thru their routines on a sawdust strewn mucky stage. The 6,500 paying customers on hand were thoroly satisfied.

With Tuesday night lost to rain, the Tommy Dorsey ork played to a total of 13,525 paid admissions. Admission to the dancing area was 25 cents with each dance costing an additional 25 cents. Dorsey also gave a daily, free afternoon concert.

President D. Roy Campbell said that plans call for the expansion and refurbishing of plant facilities as soon as possible.

20,000 Gate Seen For Ballston Spa

BALLSTON, N. Y., Sept. 3.—The 108th annual Saratoga County Fair, which opened Monday night (29), is expected to draw a total attendance of 20,000 before winding up its run tonight.

Despite heavy rains Monday (29) which left the grounds in soggy condition, a crowd of 2,500 turned out for the opening night grandstand show put on by Jimmie Lynch and His Auto Daredevils.

Tuesday (30), the first full day of the fair, drew a record Tuesday gate of 2,500. The first half of the Saratoga County annual always has drawn comparatively light attendances, but remaining days of the fair usually bring out the crowds.

Grandstand attractions included the Eagle Band, of Saratoga Springs, and vaude acts. The King Reid Shows were on the midway.

Lyndonville Tabs Record 25,000 Gate

LYNDONVILLE, Vt., Sept. 3.—All previous attendance records at the Caledonia County Fair here, August 25-27, were believed smashed when an estimated 25,000 patrons turned out, according to Secretary Leo Hebert. An estimated 3,500 attended Thursday (25), 15,000, Friday (26) and 6,500 on Saturday (27).

Continental Shows provided the midway. Despite the record crowd, show manager Ralph Jacobs reported that spending was light.

Big Crowds Attend Kutztown Annual

KUTZTOWN, Pa., Sept. 3.—The 70th annual Kutztown Fair closed its six-day run Saturday (27), with good gates chalked up for the final days.

While complete attendance figures are not available, the fair opened Monday (22) with a gate of 7,800. Wednesday attendance was estimated at 20,000; Thursday's at 18,500 and Friday's at 25,000.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended September 2.



The complete List of Fair Dates was published in the issue dated July 9. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson St., Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

KENTUCKY

Providence—Webster Co. Free Fair, Sept. 20-24. J. L. Benjamin.

NORTH CAROLINA

Enfield—Firemen's Agri. Fair, Sept. 26-Oct. 1. George R. Ivey.
Goldsboro—Wayne Co. Fair, Oct. 24-29. W. C. Denmark.

SOUTH CAROLINA

McCormick—McCormick Co. Fair, Oct. 10-15. J. A. Sibert.
Pageland—Chesterfield Co. Fair, Sept. 26-Oct. 1. L. E. Blakney.
St. George—Dorchester Co. Fair, Oct. 31-Nov. 5. L. R. Brown.

TEXAS

La Grange—Payette Co. Fair, Oct. 20-22. J. R. Jackson.

Gresham, Ore., Hits New High; Tops '48 by 10%

GRESHAM, Ore., Sept. 3.—Final attendance figures for the 43d annual Multnomah County Fair will show that the 1948 mark was topped by at least 10 per cent, Manager A. H. Lea predicted today. The fair, which closed here Sunday (28) after a seven-day run, has made a new attendance mark every year for the past 10 years, Lea said.

Officials originally set their figures at 40 per cent of the 1948 attendance after watching the trend of outdoor show business in other sections. An unpredictable public brought in the estimated 10 per cent increase over last year.

The West Coast Amusement Company, playing the fair for the 16th year, reported concession and ride grosses to be about the same as 1948. According to General Representative E. W. (George) Coe, the org occupied five acres.

Eddie Burke, of San Francisco, booked the vaude grandstand show and acted as emcee. Pari-mutuels were up this year for the six-day race meet, hitting \$54,000 Saturday (27) which is a new record for the 16 years of night races held at the fairgrounds.

The Portland Oregonian and The Journal played the fair up with front page stories and art. Radio stations KEX and KPOJ plugged the event. This was Lea's 22d year as fair manager.

Strong Winds Buffet Two N. Y. Annuals

NEW YORK, Sept. 3.—Two New York annuals, the Monroe County Fair at Rochester and the Clinton County Fair at Plattsburg, were battered by strong winds Thursday (1).

Both events use considerable canvas for housing exhibits, and these tented units were flattened.

Activities at both events were canceled until the storm abated and the grounds could be cleared of debris.

Stock Cars Aid In Big Finish

New feature yields record Thursday turnout, also new high for grandstand grosses

DES MOINES, Sept. 3.—A strong finish enabled the Iowa State Fair (August 24-September 2), which closed here Friday night (2), to almost equal its 1948 attendance. Figures for the final day were unavailable, but official estimates placed the gate at 40,000, which gave the annual a total gate of 472,808, less than 6,000 below last year's total of 478,668.

Stock car races, staged Thursday afternoon (1), played a big part in hypoing the stretch-run attendance of the fair. The speed events played to 24,304, the largest paid grandstand crowd in the history of the fair. Thursday's outside gate was 60,409, as compared to 47,218 last year.

A day-by-day comparison of attendance with last year follows:

	1949	1948
Wednesday (24)	5,773	6,896
Thursday (25)	9,537	9,817
Friday (26)	66,163	29,397
Saturday (27)	68,881	78,950
Sunday (28)	87,068	81,509
Monday (29)	39,357	42,665
Tuesday (30)	48,100	48,207
Wednesday (31)	47,520	48,294
Thursday (1)	60,409	47,218
Friday (2)	40,000	35,635
Total	472,808	478,668

(Friday (2) 1949 figure is estimated.)

Afternoon grandstand attendance up to closing day was 107,287, as compared to 91,500 last year. The increase was due largely to the stock car races, a new feature here that came up with a grandstand gross of \$17,700, the biggest in the history of the fair.

Big car auto races also were staged, with Gaylord White and Al Sweeney putting on those events Friday and Sunday (26 and 28) to good crowds. (See Des Moines Nears on page 92)

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NEW YORK, Sept. 3.—The Flemington (N. J.) Fair was credited with opening day, Tuesday (30), attendance of more than 3,000 persons, by a Trenton, N. J., daily; 6,000, by a New York sheet, and 22,000, by a Newark, N. J. paper.

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PNE Is Ahead Of 1948 Gate 1st Seven Days

Forum Shows Rack 'Em Up

VANCOUVER, B. C., Sept. 3.—Given good weather every day except the opener, Pacific National Exhibition (PNE) here thru Wednesday (31), seventh day of its 11-day run, held a lead of more than 17,000 over the attendance of last year to the same point. Total count thru Wednesday was 380,622, as compared to 363,343.

Comparative day-by-day attendance follows:

	1949	1948
Wednesday (24).....	43,418	40,784
Thursday (25).....	39,262	33,345
Friday (26).....	50,335	49,756
Saturday (27).....	82,415	77,553
Monday (29).....	65,255	60,149
Tuesday (30).....	50,606	49,756
Wednesday (31).....	49,331	52,000

Totals380,622 363,343

Show headed by Edgar Bergen and Charlie McCarthy, doing three-a-day, played to near-capacity or capacity in its four-day Forum stand ending Saturday night (27). Forum, which seats 5,000, was scaled at \$1 and \$1.50.

Besides Bergen and McCarthy, others on the opening Forum bill were Pat Patrick, Ray Noble, Rufe Davis, the Jay Walkers, Karl Norman and a line of 20 gals from Theater Under Stars.

Polack Bros.' Circus (Western Unit) jumped in 900 miles from Orville, Calif., to open a Forum stand Monday (29). For the circus the Forum's seating was augmented, with the capacity lifted to 6,000, with tickets also priced at \$1 and \$1.50.

The Polack show, in for two performances daily, except today and Monday (5), when it will give three-a-day, played to capacity the first three days of its seven-day run. The advance sale for the circus was almost double that of '48.

Horse racing, which has been held for many weeks before the fair at the exhibition grounds track, is pulling fair crowds. Mutual take, however, is down from last year.

Most popular spot on the grounds is the outdoor theater where free attractions pull capacity crowds from 11 a.m. to 11 p.m.

Ziegler Shows and the West Coast Shows combined to provide midway attractions.

25,000 Attend 4-Day Rimouski Expo

RIMOUSKI, Que., Sept. 3.—The sixth annual Agricultural Exposition of Rimouski closed its four-day run Saturday (27) with a total attendance of over 25,000, which topped all previous marks.

The Agricultural Society announces plans for enlarging the fair's Coliseum for next year's fair, which already has been voted an appropriation of \$3,000 by the government to carry on its work.

Sanilac County Records 40% Gain in Attendance

SANDUSKY, Mich., Sept. 3.—Attendance at Sanilac County 4-H Free Fair here, August 23-27, was up 40 per cent this year, Al Hall, in his first year as secretary, reports. Excellent weather, in contrast to the extreme heat during the fair last year, was one of the big reasons for the upswing, Hall said.

Grandstand attendance was off 5 per cent, but midway business, according to W. G. Wade Shows officials, was 30 per cent ahead this year. Exhibits were up 50 per cent.

St. Paul Gate First Six Days Ahead of '47 Despite Weather

(Continued from page 66)
 (1) by Joie Chitwood's Hell Drivers. Secretary Lee said the centennial theme running thru the fair this year is attracting considerable good comment from all visitors. The fair celebration of the centennial is the last large observance of the year, with the Minnesota Centennial office shutting down September 15. Mary Durey, Springfield, Minn., Miss Minnesota Centennial Queen, has been on the grounds most of the week and took part in the opening night grandstand festivities.

Open Food Building

Without any fanfare, the new food show building was opened at the fair for the first time. The new Hippodrome Building probably will be ready for 1950, with construction expected to start after this year's exposition is over. Total premium offerings for the 10-day fair was set at

Santa Ana, Calif., Gate Put at 80,000

SANTA ANA, Calif., Sept. 3.—An estimated 80,000 attended the four-day Orange County Fair August 18-21. A breakdown shows approximately 10,000 for opening day, 18,000 Friday (19), 24,000 Saturday and 30,000 Sunday. Last year the fair drew 50,000.

An overflow of exhibitors competed for the \$36,000 offered in premiums. The fair was held on a 175-acre tract that was formerly part of the Santa Ana Army Air Base.

Directors, headed by L. A. (Dan) Patch, are now planning to turn the grounds into a permanent year-round recreational area with facilities for conventions, picnicking, athletic events, horse shows and other sports.

Complimentary tickets were issued to all veterans who sent their name, address and dates of service at the former air base.

Brisbane Biz Dips; Ops Demand Refund

BRISBANE, Sept. 3.—The Brisbane (Australia) Exposition, which opened August 6, registered attendance considerably below normal, due to the nationwide coal strike, which has caused unemployment, drastic cuts in rail transportation and restrictions on the use of power.

Showmen on the fair's midway charged that it was the worst Brisbane Exhibition within their knowledge and are demanding a refund of a portion of the ground rent they paid. One showman claimed that his take this year was off almost 70 per cent from last year's. In all probability the Showmen's Guild of Australia will take up the question of a refund with a committee of the fair association.

Terryville, Conn., Lions Renewing Country Annual

TERRYVILLE, Conn., Sept. 3.—Terryville Country Fair will be revived September 17 and 18 under sponsorship of the local Lions Club, the civic group having tentative plans to make it an annual affair, reports V. Francis Ryan, chairman of the sponsoring committee. The sponsors have leased a 40-acre tract as a site, less than a half mile from U. S. Route 6 which passes thru town.

Among scheduled features are ox and horse drawing contests, and dog, horse, auto and machinery shows. A 700-foot midway is planned.

Committeemen are Merrill G. Scott, Frank Newcity, Allan Blaisdell, Frank Dzielinski, Howard Russell, Edmund Atwood, Carlton Austin and Charles Brewer.

\$173,005, with \$40,000 for the races, \$33,800 for cattle and \$31,200 for 4-H Club work accounting for the bulk of it.

Grandstand Line-Up

Because of a conflict in dates with Wisconsin State Fair, the Minnesota annual opened Saturday (27) night with a Voorhees-Fleckles grandstand production. The Barnes-Carruthers No. 1 service opened Sunday night (28). Al Sheehan, superintendent of attractions, handled the show shifts.

Saturday night grandstand call sheet read: Overture, Dorbin Girls production; Sanger Ross-Andre, comedy; presentation of Miss Minnesota Centennial Queen; Evans and Ben Bari, jugglers, and Laddie, dog; Lou Breese ork; Dorbin Girls production; Wells and Faye, acro; Carltons, balance; Wallendas, high wire; Dorbin Girls, production; Buster West and Lucille Page, musical comedy; Four Landons, midgets; Karrells, ladder; Dorbin Girls production; Selden and Rietta, high pole. Joe Wallace was emcee. A Thearle-Duffield fireworks display wound it up.

Night grandstand call sheet thereafter listed: Cervone overture; Bert Nagle and Company in Up in Central Park, production; Woolford's Daschunds; Four Evans, song and dance; Six Paiges, unicycles; Landons, midgets; Bolero, production; Wallendas, high wire; Van De Velde, acro; Cole and Debutantes, four gals and four men singers; Johnny Burke, monolog; Show Boat with Pirostka, production; Lanie Brothers, balance; Aaron and Broderick, piano and song; Art James in Winter Wonderland, production; Selden and Rietta, high poles. Les Cole emceed. Thearle-Duffield fireworks finale.

Acts working before afternoon grandstand included Janet and Paul, high wire; Montes De Oca, balance; Four Landons, midgets; Wallendas, aerial ballet; Six Paiges, unicycle; Karrells, high ladders; Rietta, aerial, and Selden the Stratosphere Man.

Stroke Kills F. Graham, St. Stephen, N. B., Prexy

ST. STEPHEN, N. B., Sept. 3.—F. D. J. Graham, president of the St. Stephen Exhibition, died as the result of a stroke August 19. He is survived by his widow and two daughters, Mrs. Lorne Carmichael, St. Stephen, and Mrs. J. J. McGee, Fort Garry, Manitoba.

Graham's sudden death cast gloom over the St. Stephen Exhibition which concluded a week's run last Saturday (27). He had long been a member of Agricultural Society No. 88 and was one of the founders of the local annual. He was an ardent horseman and well known thruout New Brunswick and Eastern Maine as a starter and judge. At the time of his death he was head of the Southern New Brunswick Trotting Association.

He was a member of Miriam Lodge, IOOF; Susses Lodge, A. & A. M.; the St. Stephen Curling Club and the St. Croix Driving Club.

RAIN TUMBLES

(Continued from page 66)

closing is expected to result in a near-record Saturday crowd. Paid attendance thru Thursday totaled about 47,000. On Thursday, 14,500 turned out despite high winds which lasted thruout the day. All afternoon grandstand attractions had to be canceled Monday.

Attendance topped 8,000 Tuesday (30). The night grandstand show played to a capacity audience. Wednesday (31), Burlington Day, the crowd hit 23,000, despite scattered showers during the afternoon and early evening. An estimated 5,000 were on hand for both the afternoon and night grandstand shows.

RAS DIPS 10% AT ST. PAUL

WOM Inked By Essex Jct.; 3d 1950 Deal

Weather Tumbles Biz 15%

ESSEX JUNCTION, Vt., Sept. 3.—Frank Bergen's World of Mirth Shows were awarded the 1950 midway contract for Champlain Valley Exposition here at mid-week. Other annuals played this season by the org and already inked for next year are Presque Isle (Me.) Fair and Central Canada Exhibition, Ottawa.

Two days of rain and a wind storm which necessitated stripping much of the decorative flash on the show held the fun zone gross thru Friday (2) about 15 per cent under the 1948 take registered for the same period. However, good weather is in prospect for today and there is the possibility that a strong grandstand program will bring out many folks who shied away from the expo because of bad weather.

Bernard (Bucky) Allen, Bergen's concessions partner, reported that the Ottawa take was about the same as that registered last year, despite rain on three days. Bergen and Allen built a special midway front for this spot. The unit consists of three arches elaborately decorated with neon in geometric patterns and four towers, each of which is surmounted by an animated head constructed by Messmore & Damon.

Beginning with Ottawa, all show employees coming in contact with the public were decked out in new uniforms. Outfits consist of dark tailored shirts and trousers. The shirts have the name of the shows embossed on the back and the wearer's name and the unit he represents neatly stitched on the front.

Allen and show agent L. Harvey (Doc) Cann flew to Toronto Tuesday (30) to attend Canadian National Exhibition. New ride units making their preem appearance at the CNE were studied for possible future addition to the World of Mirth line-up, Allen said.

Western Canadian B Circuit Biz Up 10% For Wallace Bros.

TROIS-RIVIERES, Que., Sept. 3.—The Western Canadian Class B Fair Circuit yielded about 10 per cent better business for the Wallace Bros. Shows this year than last, according to Wallace org execs upon shows' arrival here to join with Conklin Shows for the balance of the season. Increase was registered despite considerable bad weather, execs pointed out.

The Wallace shows dropped a day at Lethbridge, the first exhibition in the circuit, another at Moose Jaw, Yorkton, Lloydminster and Melfort due to rain. Business at Carman, which had been off the circuit for the last three years, disappointed. Red Deer gross also was down due to the fair being pre-dated by two circuses and a rodeo.

Pete Kortez' Side Show, managed by Mrs. Marie Kortez, topped the back-end units, followed by Jean Branson's Follies, the Monkey House, Swimcade, Motordrome, Crystal Maze, Hitler's Love Nest, Snake Show and Monkey Show. Rides include Tilt-a-Whirl, Rocket, Ferris Wheel, Octopus, Fly-o-Plane, Rock-o-Plane, Merry-Go-Round, Rolloplane and Spitfire.

Ziegler, West Coast Combo Gives PNE Strongest Midway Since '39

VANCOUVER, B. C., Sept. 3.—Midway at the Pacific National Exhibition (PNE), which closes its 11-day run here Monday (5), is held down jointly by the Ziegler and West Coast Shows. The combination gives the exhibition its largest fun zone since 1939, when Rubin & Cherry Exposition held down the spot.

The combined shows have 20 major rides, 7 kiddie rides, 11 shows and 55 concessions in operation. The permanent Happilyland set-up of rides, shows and concessions which adjoin also is in operation.

Midway business was down 15 per cent from last year in the early days of the run, according to George Hiscock, owner of the Zeigler Shows, and Frank L. Kirsch, who, with Melvin Cook, owns the West Coast Shows.

Side Show, owned by Art Converse, paced the shows the first few days, trailed closely by the Motordrome. Polo Bros.' Circus annex has a spot on the midway between Happilyland and the combined touring carnivals. Polo Bros., which had been playing small towns in British

Columbia, blew a date to make the PNE but have only the annex working, the balance of the show remaining on wagons on the PNE parking lot.

Irving Huff, Merry-Go-Round operator, suffered a crushed leg opening day. He was sent to Vancouver General Hospital.

Jimmie Kling, assistant to George Hiscock, moved about the PNE in a wheel chair due to a smashed foot. Kling at one time was trainmaster for Leavitt, Brown & Huggins. Charlie Ziegler, former owner of the Ziegler Shows, is here, operating concessions.

Dodson Imperial Scores Good Biz At Fargo Annual

FARGO, N. D., Sept. 3.—Dodson's Imperial Shows were on their way Thursday (1) to register their best date of the season here at Red River Valley Fair. Business was excellent, even tho Kids' Day had been canceled due to polio.

Thursday (1) yielded the biggest play of the first four days of the six-day run, with the midway being almost jammed thruout the evening.

Waco Event Signs Alamo

WACO, Tex., Sept. 3.—Alamo Exposition Shows have been booked for the midway at the Waco Centennial Exposition, October 24-30, officials of the event announced this week. They also announced that negotiations are under way to bring remaining members of the Waco Indians to the event. Director Timmy Stevens said if negotiations are successful, the Indians will set up camp on the grounds.

Phillips Buys De Land Plant

DE LAND, Fla., Sept. 3.—E. Lawrence Phillips, president of the Johnny J. Jones Exposition, completed purchase of De Land Fairgrounds Thursday (1), it was announced by P. T. Gore, press agent. Phillips will temporarily retire from the carnival field to form, along with other local interests, a circuit of six Central and Eastern Florida fairs.

The property includes over 3,000 feet of railroad siding, steel grandstand of 2,500 seating capacity, steel-roofed buildings and cottages and a five-eighths-mile horse and auto track.

Cold, Rain Cut Into Conklin Midway Takes at Toronto

TORONTO, Sept. 3.—Cool weather and some rain has cut slightly into the gross of J. W. (Patty) and Frank Conklin's midway zone at the Canadian National Exhibition (CNE) which today rounds out the first half of its scheduled 14-day run.

However, since attendance figures are running considerably ahead of those of last year, the impresarios are confident that the deficit will be erased and that a final accounting will show an increase over 1948.

The cool weather and rain have tended to send patrons from the outdoor fun zone into the numerous exhibit buildings for comfort and protection. Rain Wednesday night (31) nixed the ride business and resulted in the cancellation of the night show for the first time in 23 years. On Thursday (1) the temperature tumbled to 68 degrees following a gale. Ice cream stands in particular, and all units peddling cooling refreshments, suffered as a result.

Principal slackening off occurred on Kids' Day, Monday (29), when attendance dipped from the record 203,500 registered last year to 197,500. More than 100 cases of polio in this city alone may have influenced the drop.

The huge, 17-unit CNE-Conklin Kiddieland has been registering a steady and remarkable increase, according to Neil Webb, show secretary. Daily increases thru yesterday have averaged between 30 and 40 per cent. Stimulating gimmick is the attractive packaged deal offering six rides for 10 cents.

The Whiz Bang and Torpedo, both new units, are getting a big share of the money, Webb said.

Kortez Unit Leads

Pete Kortez's Side Show is winning top money among the tented units. Top attraction is Jess Willard, former world's heavyweight boxing champion. Holding their own are Alph Phillips's Aqua Frolics and Jack Rays's Posing Show.

Concession takes are reported to be on a par with those of last year. About 200 parkmen and their guests are expected to attend the meeting here Friday night (9) sponsored by the National Association of Amusement Parks, Pools and Beaches (NAAPPB). In the evening a cocktail party and buffet supper will be held at the Royal York Hotel, after which the group will attend the Olsen and Johnson performance in front of the grandstand.

Biz Rated OK As Fair's Gate Tops '47 Peak

Lee Unit Paces Midway Shows

ST. PAUL, Sept. 3.—Royal American Shows (RAS) were piling up an excellent gross, probably only about 10 per cent under '48 thru Thursday (1), sixth-day of the 10-day Minnesota State Fair here.

Thursday produced a record-breaking crowd of 81,287, as compared to the previous peak Thursday turnout of 74,627 in 1947 and the 71,353 gate last year. The Thursday turnout raised the fair's gate to that point to 460,049, higher by 1,800 than 1948's total for the corresponding period.

Fair execs, aware of the changed economic conditions, were pleased that the drop-off was not greater than an estimated 10 per cent. In addition to tighter spending, midway business was hit by poor Kid's Day play, caused by a polio scare scattered thruout the State, by rain Tuesday (30) and extremely cold weather Wednesday (31).

Shows are shooting to approach the 1948 gross of \$265,000. Carl J. Sedlmayr, RAS boss, is counting upon a heavy Labor Day week-end finish to whittle the difference from last year. Peak gross by Royal American here was \$285,000, registered in 1947.

Gypsy Rose Lee's Girl Show continues as the top money-getter on the midway, with the revue more than holding its own, tho other attractions were off. Sedlmayr said the Gypsy's take here is far greater than that of any other girl show the RAS midway has had in the past. She grossed about \$7,500 Sunday (28), the peak day.

In the No. 2 slot as a money-grabber was the Cortez Lorow Side Show, which usually battles it out for the one-two showing with the girlie ensemble. Bill Kemp's Motordrome was in third place.

Leon Claxton's Harlem in Havana, a potent puller elsewhere, always drops off here, but it was running ahead of 1948 even tho the rest of the midway gross was off.

Terrell Jacobs' Wild Animal Cir- (See RAS Dips 10% on page 92)

J. M. Raftery Dies In Rockymount

ROCKYMOUNT, Va., Sept. 3.—James M. Raftery, 60, owner of the shows bearing his name, died here suddenly August 30, where he had gone to attend funeral services for Percy Sink, an old friend.

Raftery, who had been an outdoor showman approximately 30 years, had been head of the James M. Raftery Shows for eight years, having formed the org from the R. & S. Amusement Company and the Raftery Shows. Prior to starting in show business with the John H. Marks Shows, Raftery was a tailor in Wilmington, N. C., the present winter quarters for the shows.

Survived by his widow, Carrie, Leland, N. C.; four daughters, Carrie, Leland; Mrs. Horace Turner, Mrs. Lloyd Wolf and Mrs. Johnnie Olliphant, all of Wilmington, and two sons, Billy, of Wilmington, and Lt. Bernard Raftery, Waco, Tex.

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MIDWAY CONFAB

O. J. (Whitey) Gilbert, cookhouse and concession operator, is in a Shreveport, La., hospital where his condition is reported as serious. . . . Recent additions to the O. C. Buck Shows were Larry O'Dell, rubber man, and Madame Merlino, Snake Show. . . . F. O. (Tarzan) Banks has closed his Snake Shows at Ocean View, Norfolk, and Sea Side Park, Virginia Beach, Va., for the season and will combine the units to play a number of fairs. He recently took delivery on a new trailer. . . . L. R. Banks, manager and Tarzan's partner, will vacation at his home in Georgia before heading for Miami for the winter. He purchased a new car recently.

F. A. Norton, electrician; Curly Marsh, front gate, and Mr. and Mrs. Frank Chessier, Monkey Show operators, all formerly with the Alleghany Exposition Shows, are now with George Clyde Smith Shows. . . . When Caravella Shows played Mercer, Pa., Fair, August 23-27, Frank Caravella, show owner, had as his guests, Frank Bland, circulation manager, and Ed Treon, columnist and reporter, of The Niles (O.) Daily Times.

Ticket seller who studied fractions when a child was even then known to bring his teacher one-eighth of an apple.

Showman whose credit isn't good doesn't have to worry about buying new equipment.

Earl Kelly, concessionaire on the W. G. Wade Shows No. 2 Unit, who was stricken with pneumonia while playing the fair at Rensselaer, Ind., has been released from an oxygen tent in the Rensselaer Hospital and returned to his home in Springfield, O. His concessions are being handled on the shows by Joe Taylor. . . . Maj. and Mrs. Carl H. Smith, formerly with the West Coast Shows, have retired from the road and are making their home in Sutherlin, Ore. The major is employed as night clerk at the Creason Hotel, Roseburg, Ore. . . . Frances Lewis Fonseca, better known in outdoor show business as Frank Lewis, has been in the Bristol County Tubercular Hospital, Attleboro, Mass., the past three months and expects to be confined there another year at least. She would like to read letters from friends. . . . The Bill Lynch Shows this year are using two free acts, the Starlites and the Wirey Wendts. Recent visitors on the shows were Joe Hughes, and A. Robbins. Org has a new 50-foot front.

Because show owners call them after midnight, general agents must stay in hotels late. This goes to show how much hardship there is in the booking biz.

J. W. (Jim) Laughlin, one-time owner of West Bros.' Shows, and for the past several years operator of rides in Houston, is in Veterans' Hospital, Ward 6-A, Alameda Road, Houston, and says he would enjoy hearing from friends. . . . Betty Dean, returning to night clubs after two weeks with Lou Pease's Girl Show on Beam's Attractions, opened recently at Graystone Inn, Mansfield, O. . . . Clarence Pettie and Raymond McKenney, World of Mirth Shows employees, were treated for minor injuries received while setting up show units at the Champlain Valley Exposition, Essex Junction, Vt., last week. . . . Doug Wisner, of Electro Products, manufacturers of the Derby Race, has returned to Los Angeles from a tour of the East, during which he visited World of Mirth Shows in Bangor, Me., and several parks in the Midwest. It was Wisner's fourth trip east this year.

Midway legal adjuster can solve any problem that can be settled with money.

Ray Oakes & Sons, concession games manufacturers, have moved to their new location at 8432 West 44th Place, Lyons, Ill. The Oakes org formerly was at 3115 Cleveland Avenue, Brookfield, Ill. . . . G. L. (Mike) Wright is a patient in St. Joseph's Hospital, Milwaukee. . . . J. A. (Pat) Purcell, general agent for the Johnny J. Jones Exposition, visited briefly in Chicago September 3 en route to Toronto.

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For Sale: one 25 kw Light Plant, one Mixup. Show will be out till Xmas—Julesburg, Colo., Fair, Sept. 8-9-10; then per route.

Bohn & Sons United Shows

WANTED

CONCESSIONS AND SHOWS

For Roann Booster, Sept. 29, 30 & Oct. 1. Free Street Fair, High Class Free Acts, Good Rides.

JOHN BRYAN
ROANN, INDIANA

WATERPROOF NETS FOR GAMES, ETC.

Gov. surplus, 17'x35' or 24'x24', only \$10.00 each.

AL NICHOLS

Rt. 1, Concord Rd. Nashua, N. H.

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

JACK J. PERRY SHOWS

"Your Favorite Show"

WANTS FOR THESE 4 BIG ONES

Henry County Fair, week Sept. 12, Martinsville, Va.; High Point Agri. Fair, week Sept. 19, High Point, N. C.; Center of N. C. Fair, week Sept. 26, Asheboro, N. C.; Cleveland County Negro Fair, Oct. 3, Shelby, N. C.

WANT SPITFIRE FOREMAN. SHOWS: SNAKE SHOW, MONKEY CIRCUS, WILD LIFE; ANY GOOD GRIND SHOW. ALSO WANT MINSTREL SHOW FOR A REAL MINSTREL ROUTE.

CONCESSIONS: JEWELRY, PENNY PITCH, BASKET BALL, STOCK WHEELS AND OTHER HANKY PANKS. Contact:

Jack Perry, Manager
LEAKSVILLE, N. C.

HARRY POLISH FISHER WANTS

Concessions of all kinds . . . no exclusives. Also Rides, Octopus or other major Rides, and Shows for Placerville Fair this week; Orland Fair next week and Watsonville Fair the following week. Wire or join Placerville, California.

GOLDEN WEST SHOWS

Bill Powell, recently returned from a round-the-world jaunt, has joined the World of Mirth Shows. . . . Joseph Arns, ride man with the O. C. Buck Shows, lost a finger and suffered arm bruises thru tangling with a motor belt on the Ferris Wheel at the Franklin County Fair, Malone, N. Y., last Friday (26).

Concessionaires who arrive on fairgrounds with dough in their kicks are different from the usual run who plan on getting it after they get there.

Jean Branson, of Girl Show note on Wallace Bros.' Shows, has been busy giving her life history to McLean's magazine, a leading Canadian publication. Staff of the Wallace org is unusual. Johnny Broderick, secretary, passed his first year at law school; Frank Tod, lead gallery operator, is studying medicine, and Bob Yanke, advance agent, recently was named playing coach for the Kansas City Hockey Club. J. P. (Jimmy) Sullivan, owner-manager, was joined during the org's stands at Portage and Winnipeg, Man., by Mrs. Sullivan and the two Sullivan heirs, 2-year-old Patrick L. and 8-month-old John L., who made the trip in a plane. . . . M. F. Sullivan is readying his real estate deals for Miami this winter. . . . Billie Brady, wife of Pat Brady, electrician on Rogers Greater Shows, left the org at Terre Haute, Ind., to return to her home in Atlanta where she will receive treatment preparatory to undergoing an operation.

Midway wag suggested the minting of a 50-cent piece commemorating the carnival, with "In God We Trust" on one side and "Good for First Coupon" on the other.

During the Springfield (Ill.) State Fair, Seymour Schlar, concession manager of the Endy Bros.' Shows, gave a surprise anniversary party for his wife, Fredda. Attending were Mr. and Mrs. David B. Endy and daughter, Joan, Mr. and Mrs. Louis A. Rice, Harry Berger and Henry Lieberman. The Schlar's daughter, Karen, is attending a summer camp. She will visit her parents at the York (Pa.) Fair. . . . Louis (Dada) King, concessions secretary on the World of Mirth Shows, is suffering from a back ailment. . . . Bill Jones, chain bingo op, is transporting his World of Mirth Shows help in a new station wagon. Mrs. Jones is sporting a new Cadillac roadster.

"Strictly a mistake, strictly a mistake," alibied the agent when a concession manager caught him putting the course-notes in his hip-kick.

PIONEER SHOWS

high class midway attractions

McCLURE BEAN SOUP

SEPTEMBER 14 TO 18 — FREE GATE

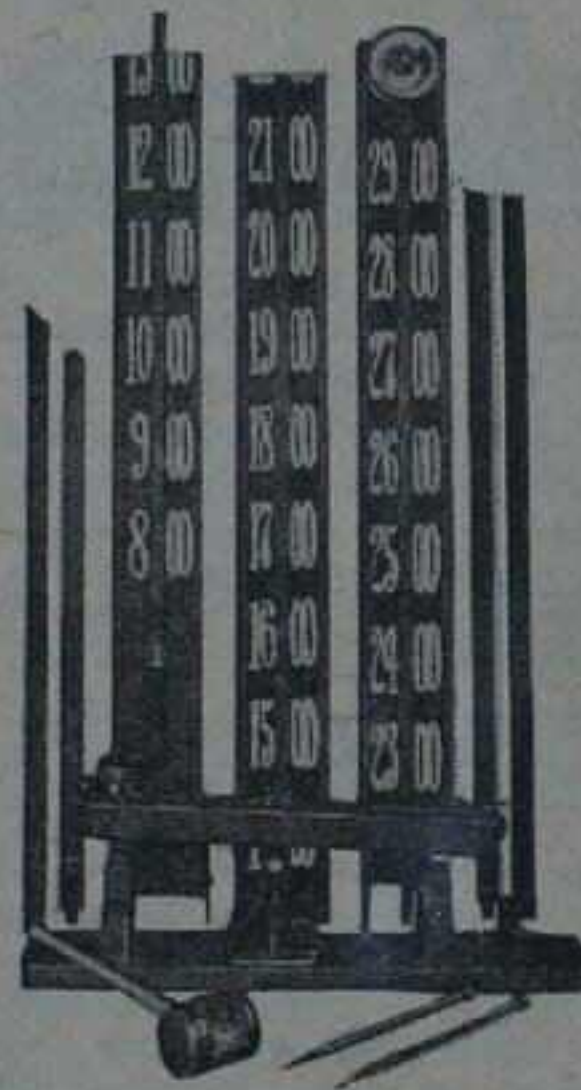
WANT Kiddie and Major Rides not conflicting.

CONCESSIONS all open; no exclusive.

WANT Shows of merit, Fun House, Glass House, Motor Drome.

Come on or answer Newton Hamilton, Pa., this week.

MICKEY PERCELL



EVANS'

HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

SEND FOR CATALOG

H. C. EVANS & CO.

1528 W. ADAMS STREET
CHICAGO 7, ILLINOIS

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

FAIR FAIR FAIR

EIGHT COUNTY FAIR, WEST POINT, VIRGINIA, SEPT. 12TH-17TH
Biggest Little Fair in Virginia

WANT—French Fries, Mug, Grab Outfits, Home of Hanky Panks all open.
WANT—Will book or buy Octopus or Caterpillar for West Point Fair and six more Fairs in North and South Carolina.
WANT—Will book organized 10-in-1, Funhouse, Glass House. Jerry Paige is calling for Gypsy and Joan for Girl Revue.

SUFFOLK, VIRGINIA, THIS WEEK

All Mail and Wires to

WM. C. (BILL) MURRAY

FOR SALE, \$1,199.00

MOBILE LUNCH UNIT

25-Ft. Transit Bus converted into modern, attractive restaurant unit. Ideal for traveling to fairs and celebrations or locate on large lot and specialize by "car service." Five months' work last summer paid for unit (3 months city location and 2 months Michigan fair circuit, including State Fairs). Equipment includes 7 Cu. Ft. Refrigerator, 18"x36" Hamburger Grill, two Commercial Potato French Fryers, Exhaust Fan, Fluorescent Lights, Water Tank and Sink, Counter and Cabinets, Portable Work Table, 20-Ft. Outside Counter and Stools, Awning on three sides. Tires and motor excellent. Interior painted white and outside aluminum. Phone 880-R



Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B
SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000

\$27.00

10,000 \$ 9.00
20,000 11.00
50,000 17.00

FAIRS—NEED—FAIRS

FOR BEST FAIR ROUTE

**GRIDDLE MEN — FLOSS OPERATORS
SNOW CONE OPERATORS — CANDY APPLE MEN
SEAT BUTCHERS — NOVELTY MEN**

SEPTEMBER DATES

10-17—BROCKTON FAIR, BROCKTON, MASS.
10-16—KANSAS FREE FAIR, TOPEKA, KANS.
13-17—YORK INTERSTATE FAIR, YORK, PA.
18-24—EASTERN STATES EXPOSITION, SPRINGFIELD, MASS.
22-OCT. 1—MID-SOUTH FAIR, MEMPHIS, TENN.
24-30—OKLAHOMA STATE FAIR, OKLAHOMA CITY, OKLA.
26-OCT. 1—BLOOMSBURG FAIR, BLOOMSBURG, PA.

OCTOBER DATES

3-10—ARKANSAS LIVE STOCK SHOW, LITTLE ROCK, ARK.
10-15—MISSISSIPPI STATE FAIR, JACKSON, MISS.
22-31—LOUISIANA STATE FAIR, JACKSON, MISS.

CIRCUS DATES TO FOLLOW

Top salaries and commission for sober, experienced Griddle Men, Floss Operators and Candy Apple Operators.
Answer in person at locations above or write to
BUSH-LAUBE, 723 MAIN ST., KANSAS CITY, MO.

FROM THE LOTS

Mad Cody Fleming

BLUE RIDGE, Ga., Sept. 3.—The org has found rugged sledding in Georgia this summer. Everyone on the show had figured the fairs would be okay, but the Greensboro Fair was a disappointment. Exhibits were up to former years, but spending was off 60 per cent.

The gate price was cut and ride prices were trimmed, with kiddie rides going at 7 cents and big flat rides at 14 cents. Following the cut in prices, the rides carried a few more riders. Alex Moorhead, fair president, ascribed the drop to the fact that the factory here has been idle for several months and the saw-mills have curtailed employment.

Business at the fair here has been off 50 per cent for the first two days, altho weather has been good. D. E. Brown, known as Bronie, the Clown, is working the schools and uptown, trying to drum up business at the fairgrounds.

Dutch Schilling now has nine concessions and Dean three. Other concessionaires are Judge Dowdy, Frankie Shelton, Evelyn Howie, Mr. Crane, custard; the Pills, Chilson, Slim Huffman, cookhouse; Charley Mizzell, George Leach, Daisy Mercor and Dewey Davis.

Staff is as follows: Mad Cody Fleming, owner; Jack McCarty, assistant manager and billposter; Bill Briggs, general foreman; Roy Chilson, general mechanic; Jim Mercer, electrician; Dutch Schilling, lot man, and Ginger Schilling, The Billboard sales agent and mail man.—GINGER SCHILLING.

Virginia Greater

KELLER, Va., Sept. 3.—Owner Rocco Masucci spent part of last week here laying out the midway at Eastern Shore Fairgrounds. The fair, which opened Tuesday (30), is the first of the season for the shows. Rides have been newly painted.

Last week's stand at Pocomoke City, Md., under auspices of the fire department and American Legion, was favored by ideal weather which, with heavy billing and newspaper and radio plugs, resulted in satisfactory business. Spot held good all week due to nightly door prizes. Saturday night's (27) giveaway was a Mercury.

Several concessions joined at Pocomoke City, among them Abe Bonario, grab joint; A. Da Silva, custard; S. Croner, glass pitch; Frank Donato, guess-your-age and scales, and A. Pappas, cookhouse and grab. Cotton Club minstrel revue has been augmented with Spicer Copeland and his troupe.

Wallace Goodrich, of Suffolk, Va., was a visitor last week. Other visitors included Harry Heller, Heller's Acme Shows, and Bill Sanders, formerly with Norfolk Tent & Awning Company now representing his own canvas firm.

Larry Nolan

WRAY, Colo., Sept. 3.—Opening business was brisk here, the second time in. The week previous in Burlington, Colo., at the fair, gross topped last year.

Several changes have been made. Scott Lamb moved his concessions to the Pike Amusement Company. He has been replaced by Blackey Thorp and Ralph Shaffer. Mr. and Mrs. Nick joined with their Girl Show. Prof. George (Dad) Atkins has taken over the Side Show. Lester Neidheiser joined with four concessions.

Mrs. Dorothy Younger reports good biz at her cookhouse. Joe Divino, lot boss, has the rides and trucks moving in fine shape. He reports his popcorn and floss concessions doing okay.

LeRoy Huffman went to Denver and returned with a new bingo truck, replacing the one lost in the fire.

Recent visitors were Cliff Nelson and John Zimmerman, of Nelson Auto Sales, Omaha, who delivered a new trailer to Charles Scott, digger operator.

Midway of Mirth

GREENVILLE, Ill., Sept. 3.—Org heads south in one more week and will remain in the cotton country until December. No major changes have been made in any department. The same concessions that opened in March are still with it.

The entire personnel was saddened by the death of Jackie Tankersley, who had been with us since 1940.

Euby Cobb visited in East Alton. Other recent visitors included Marie Muirheid and Mrs. Lucky Kime. Mr. and Mrs. Junior Scott are spending the week with their parents, Mr. and Mrs. W. B. Reece. Roy Spears's daughter and family are expected to visit soon.

Delaney and Freiss concessions continue to hit. F. R. Shultz reports a good week with his snow cones and popcorn. The new Rollo Whirl is holding its own. Ferris Wheel, with Calvin Landrum as foreman, is leading rides in getting money.—ROSIE DAVIS.

Wanted

"NOW COTTON TIME"
Will turn over completely to responsible Man and Wife our Photo Trailer. One of the finest on the road. Will spot on locations in cotton and sugar cane. Contact us for good proposition. Jack Hutchinson and wife, contact us.


JACK AND ERLA STUTZMAN
E. and J. Theatre Palmetto, Louisiana

CARNIVAL WHEELS



24"
30"
36"
for
IMMEDIATE
DELIVERY

**WE ARE NOW SHIPPING
BIG 6 WHEEL
SEND FOR CIRCULAR!
MORRIS MANDELL, INC.
26 East 13th St. (Dept. B)
New York 3, N. Y.
Phone ORegon 3-5912**



WALLACE BROS.' SHOWS

"America's Most Spectacular Midway"

WANT	WANT	WANT
SEPT. 12-17 SOUTHEAST MO. DIST. FAIR CAPE GIRARDEAU, MISSOURI	ALL EATS OPEN PENNY ARCADE	SEPT. 19-24 JACKSON, TENN., COLORED FAIR JACKSON, TENN.

SHOWS—Motor Drome, Glass House. **RIDES**—Have plenty. **CONCESSIONS**—Fish Pond, Blower, Shooting Gallery, Darts, String, Hoop-La, Hi-Striker, Jewelry, Country Store, Age, Scales, Coke, Basket Ball, Ball Game, any Stock Concessions. No Flats or Percentage. **HELP**—Second Men for Ferris Wheels, Second Man for Tilt-a-Whirl, Second Men for Kiddie Rides. Man for Spitfire, Man for Light Towers.

Feature Acts for 10-in-1, Annex for 10-in-1, Talker for 10-in-1. Wire Thomas Cutsinger.	Girls for Girl Show, Feature Acts for Illusion, Talker for Illusion. Wire Thomas Cutsinger.
--	--

AGENTS—Six Cat Agents, Bucket Agents, Pan Game Agents, Boat Dealer and Over and Under Agents. All replies:

E. E. FARROW, Mgr.
BEAVER DAM, WIS. (UNTIL SEPT. 10), THIS WEEK.

ASSOCIATED INDEPENDENT MIDWAYS, INC.

Have been contracted to furnish a complete show midway for Tom Hickey's

GEM CITY SHOWS, INC.

Want Shows of all types, with best of equipment and own transportation to play EL PASO, ILL. (on the streets), Corn Festival Sept. 7-8-9-10.

BENTON, ARK., Fair, Sept. 14-15-16-17. **CAMDEN, ARK.,** Fair, Sept. 19-20-21-22-23-24. **EL DORADO, ARK.,** Fair, Sept. 26-27-28-29-30-Oct. 1. **THEN TWO OF THE BEST.** Arkansas Livestock Show, Little Rock, Oct. 3-10. West Monroe, La., Stock and Dairy Show, Oct. 3-8.

BASTROP, LA., closing date. These are bona fide. All address

RAY MARSH BRYDON

In detail. Hotel Brown, Louisville, Ky.
Also can place Major Rides and Concessions. "No flats."

FOR SALE PAUL MATTLEY SHOWS FOR SALE

Have for sale the following: Fun House, built on Fruehauf Trailer, Air Blower, Ramps, Ticket Box, New Flashy Paint Job. Worth \$3,000. Sacrifice \$1,400. New Roto Whip Kiddie Ride. \$2,000. Will book same on show for season 1950. 22 Short Range Gallery built on 2 wheel trailer, complete, ready to operate, worth \$750, sell \$450. 14 Ft. Ball Game, blue top, frame and cats, \$250. Will book same on show for 1950.

Want to hear from good Merry-Go-Round Man to work on new machine for 1950; also Ferris Wheel Foreman.

Above can be seen in operation at Coudersport, Pa., week of Sept. 5th; week of Sept. 14-18th, Phoenix, New York.

PAUL MATTLEY SHOWS
Winterquarters, PHOENIX, NEW YORK

WANTED FOR BALANCE OF SEASON CALIFORNIA SHOWS EXPERIENCED BINGO CALLER

Good proposition to right man. Will book Hi-Striker, Guess Age, Weight, Balloon or any Stock Concession not conflicting. Also Grind Shows with own transportation, Dinuba, Calif., this week; then Fairs for balance of season. Contact A. E. STEIN, CALIFORNIA SHOWS, PER ROUTE.

BIG BEN

(World's Largest Hog)
FOR SALE

Doctor's orders forces sale entire show. Consists of "Big Pullman" Converted 30 Ft. GMC Bus with new motor, 2000 Watt Fairbanks-Morse Generating Plant, Sound System, 2 University Speakers, 3 Banners, Fence Type Banner Line, Pens, Ramp, Ticket Box, Blow-Ups, certificate Duroc Assn. and championship ribbons won.

PAY ME: WHAT IS GROSSES

(including tax) at Eastern States Exposition, Springfield, Mass., Sept. 18-24. Last year's gross (with tax) \$2931.50. May hit \$2500.00 this year. Write, wire, phone or see at Springfield. The early bird gets the—! Personnel will continue if desired.

AL RANDALL
Hampton Beach, N. H. Tel.: Hampton 2404

ATTENTION, COMMITTEES

Have four Rides available for Celebrations, Picnics and Homecomings.

JACK CHARBONEAU
1608 ERIE SAGINAW, MICH.
Phone: 2-5696

SACRIFICE TEN CAR KIDDY AUTO RIDE

First \$500.00. Come and get it.

CAPLAN'S
39 Cannon St. Bridgeport 2, Conn.

WANT TO PLACE

Well flashed brand new Bingo, 30x36,
seating 120 people.

Answer

LEW WEINSTIEN

Meadville, Pa., Sept. 6-10;
Reading, Pa., Sept. 11-18

**WHEN A FELLER NEEDS
A FRIEND**

**A MILLION THANKS TO ALL YOU GUYS
WHO CAME TO THE FRONT**

for yours truly, including David Feineman,
Charley McCarthy, Bill Moore and all the
others too numerous to mention, I'll double
it in spades if you ever need me.

DON MOORE

B. & H. AMUSEMENT CO.**CAN PLACE**

Concessions working for 10c, sober Ride
Help who can drive, Performers and
Musicians for Minstrel Show, Playing
Tobacco Markets next six weeks. All
wires to

W. E. HOBBS

Red Springs, North Carolina

HUNTSVILLE, ALABAMA

September 19-24

Can place legitimate Concessions, good
locations, independent midway.

Marie Dickson, Sec'y

CAVALCADE OF AMUSEMENTS

CAN PLACE 3 CAPABLE ROPE MEN FOR OUR 3 FERRIS WHEELS.

(Salary \$50.00 per week.)

WANT CAPABLE OPERATOR FOR HI-BALL.

(Salary \$85.00 per week.)

**WANT HELP FOR TWIN ROLL-O-PLANES. WANT MULE DRIVERS
AND TRAIN HANDS.**

Want Griddle Men for Grab Outfits; Waiters for Cookhouse. All address

AL WAGNER

Jackson, Tenn., Sept. 7-17; then Nashville, Tenn.

QUEEN CITY SHOWS

WANT FOR LAURELVILLE, O., ANNUAL FALL FESTIVAL ON THE STREET

Razzle Dazzle or anything that will work for 25 & 50. Good opening for Girl Show for this
one spot. Also want small Cookhouse. Red Johnson, answer. Have X on Cookhouse Hebron,
Want for Westerville to follow: Any legitimate Stock Concession, High Striker, Hoop-La,
Penny Pitch, Nickel In, Fish Pond, Duck Pond, Add 'Em Up Dart, Grocery Wheel, Huckley Buck.
All celebrations till closing, 3rd week in October.

RIDES: Want good Wheel Foreman for #12 Eli.

All replies

CURLEY LITTLE
NEW MIAMI, OHIO

**FOR
SALE**

COMPLETE DE LUXE BINGO

**FOR
SALE**

20x42, 104 Leatherette Stools, Walk-In Type. Royal Blue Canvas. Blower and P. A. Set.
Fluorescent Lights, Flush Background.

COMPLETE—\$2500.00 CASH. (No terms—No propositions)

Reason for selling: Show requires a larger Bingo.

Can be seen at Central Iowa Fair, Marshalltown, Iowa, Sept. 13-16. Contact:

Vince McCabe, c/o Sunset Amusement Co.

Geneseo, Ill., Sept. 7-10; Marshalltown, Iowa, next.

WANTED

For the best still dates in South Georgia and North Florida starting at Hahira, Georgia, Sept.
10th to 17th, two Saturdays; with Madison, Florida, and Camilla, Georgia, to follow, with
more good one following.

Can place few more Hanky Panks, especially Photos; Ball Games, Hoop-La, Cigarette Gallery.
Fish Pond, Balloon Darts. We have ten rides. High Class Free Act. No gate, no racket, no P.C.,
no gigs, no sticks. Can use sober, reliable Ride Men who drive trucks, also few Lady Ticket
Sellers. No single girls. All answers to

JOHN B. DAVIS, MGR., SOUTHERN STATE SHOWS
HAHIRA, GEORGIA, AFTER SEPT. 6TH

Keystone Attractions

HYNDMAN, Pa., Sept. 3.—Org is
winding up its trek thru Pennsylvania
at this spot, which was a good
one. Hooversville, last week, was a
blank. With one stop in Maryland
at Sharpsburg, show will head for
Virginia. Ferris Wheel and Merry-
Go-Round are topping the rides. The
Girl Show is now working out of the
office, with Charlotte Hauck and
Alta Latchford, dancers; Charles Fil-
bert, talker, and William Leonard,
ticket seller.

Concessionaires are Mr. and Mrs.
Kader Barnhill, fish pond, pitch-till-
you-win and one p.c.; Doc Cook, cat
rack, milk bottles and ball game; Mr.
and Mrs. Jesse Weaver, clothes pin
pitch; Speck Martz, popcorn; Mr. and
Mrs. Sassaman, cookhouse, candy
floss, cork gallery and one p.c.; Bill
Yarger, high striker; John Cole and
Red McKinley, balloon pitch. Bob
Harrington is now in charge of the
Strange Animal Show. Mr. and Mrs.
Hugh Gross have left to make their
regular fairs with their French fries.
—MEL SOBER.

James H. Drew

CHARLESTON, W. Va., Sept. 3.—
Org played celebrations in Culver,
and Kouts, Ind., booked on short
notice. Culver was for four days,
American Legion auspices, biz being
only fair. In Kouts, show also was
under Legion auspices, playing there
five days including a Sunday. At
this spot Owner Drew sent two of
his major rides and 15 concessions to
the Crown Point, Ind., Fair. Show
is playing the fair here, joining up
with the Jones Greater Shows for
11 days. Drew then will jump into
South Carolina.—HARVEY (DOC)
ARLINGTON.

Motor State

ROMEO, Mich., Sept. 3. — Org
moved here from Eaton Rapids,
Mich., for Labor Day. The show is in
tip-top shape and is eagerly awaiting
the Romeo Peach Festival.

Bill Rowell recently spent a week
at the miniature train factory getting
new parts and having overhaul work
done.—W. H. (BILL) ROWELL.

W. G. Wade Shows

UNIT NUMBER TWO

Want for

MICHIGAN

BRANCH COUNTY FAIR, COLDWATER, MICHIGAN

SEPTEMBER 13-14-15-16-17

INDIANA

MARSHALL COUNTY FAIR, BOURBON, INDIANA

**LEGITIMATE CONCESSIONS OF ALL KINDS EXCEPT BINGO.
MECHANICAL SHOW, PIT SHOW, SNAKE SHOW AND FUN HOUSE.**

Write or wire

C. D. MURRAY, Mgr., W. G. WADE SHOWS, UNIT NO. 2

WAUSEON, OHIO, SEPT. 5TH-10TH

BULLOCK AMUSEMENT CO.
*Lean entertainment for the whole family***WANTS**

Legitimate Stock Concessions, Opening for Fish Pond, Duck Pond, Cigarette Gallery,
Bumper, Hoop-La, Bowling Alley, Pitch Till You Win, Dart Games, Photo Gallery,
Ball Games, Slum Spindle, etc.

Want Grind Show. Want Ride Help who can drive and have driver's license. No
drunks. Want P.C. Dealers, must be sober and stand to make money. We have the
best route in the south and work every week. No gate. No racket.

Johnsonville, S. C., this week; Mt. Holly, N. C., week of Sept. 12th; North Wilkesboro,
N. C., Fair, week Sept. 19th; Gastonia, N. C., week Sept. 26th; Wadesboro, N. C.,
Centennial Celebration on Streets, week of Oct. 3rd, and other good spots to follow.

**LOOK! LOOK!
FAIRWAY AMUSEMENTS**

NEED FOREMEN FOR FERRIS WHEEL, TILT AND JENNY.

**Must be sober, drive semis and have driver's license. People who have
worked for us before, contact immediately. Sober Grind Man for Fun
House. Book small, clean Grab, Photos, Scales and Candy Floss. WANT
AGENTS FOR OFFICE. Concessions as follows: Ball Games, Cigarette
Gallery, Bumper, Pitch-Win, Snow, Pop Corn, Penny Pitch and Pans.
Need good, sober, experienced man to take charge of nice Bingo.
Must drive semi. Book one more small Grind Show. Out all winter,
South.**

FAIRS — CELEBRATIONS — PICNICS

Contact **C. A. BAIN**, Honey Grove, Texas.

D.S. DUDLEY SHOWS

WANT

Skillo Agents, Grind Store Agents, Man to take head of Grind Store, Man and Wife to take
office owned Bingo, Stock Store and Ball Game Agents, Man to take Girl Show, must have
Girls. Want Girls for Girl Show, must be experienced; Man to take Snake Show, Second Men for
8 Rides, must drive semi tractor and have experience.
Sept. 5 to 10, Clarendon, Texas; Sept. 12 to 17, Amarillo, Texas; Sept. 19 to 24, Tucumcari,
New Mexico Fair. Wire

D. S. DUDLEY

WANT AT ONCE

For 8 weeks Mississippi Fairs and Celebrations starting with Newton State Dairy Show and Fair,
Newton, Miss., September 13 thru 17 Rides, all kinds. Prefer one man with set of rides or
will book individuals one of a kind. Must have transportation. Shows of all kinds with own
equipment and transportation. Girl, Side Show, Minstrel, Snake, Monkey, Motordrome,
Fearless Gregg Canon Act featured on midway at all fairs. Want Concessions: Bingo, Popcorn,
Diggers, Six Cats, Snow, Floss, Novelties, Cookhouse, Grab, Custard, all Hanky Panks open.
Want Electrician, Iodlin Bailey, answer. Want Agents for Count Stores, Pins, Skillo, Buckets,
Pea Pool. Harry Hartzog, Jimmy Wright, Blackie McPeak, others wire or come on. Crops good,
positively bona fide fairs and celebrations. All address

H. BAXTER
NEWTON, MISS.

FITZIE BROWN WANTS FITZIE BROWN

Agents for Razzle and Roll Down, also need good Pea Pool and Beat The Dealer, Under and
Over, and Pan Game Agents. Can also place good Back End Man for Custard, must know all
mixes, also General Concession Help for balance of season.

FITZIE BROWN FITZIE BROWN FITZIE BROWN
c/o LAWRENCE GREATER SHOWS

Trenton, Tennessee, this week; Hendersonville, N. C., next.
All Fairs until middle of November.

PAGE BROS.' SHOWS

Want for the Big Hickman County Fair, Centerville, Tenn., next week and 5 more Fairs to
follow. Custard, Ice Cream, Jewelry, Arcade, Miff Camp, Scales, Hit & Miss, Hanky Panks
of all kinds. Any ride not conflicting. Shows with own outfit. Have one top, what have you
to put in it. Agents for P.C. and Hanky Panks.

Spencer, Tenn., now; then the big one, Centerville.

P.S.: Lot will not be laid out until 5 p.m. Sunday, Sept. 11, at Centerville, in case I don't hear
from you, come on.

READING FAIR

September 11th to 17th, inclusive, Reading, Pa.

HAGERSTOWN INTERSTATE FAIR

September 19th to 24th inclusive, Hagerstown, Md.

CAN PLACE: All legitimate Merchandise Concessions and Eating and Drink Stands for all fairs ending the middle of November.
WANT: Workingmen experienced in all departments.
WANT: Neon Man.
WANT: Cat and Tractor Drivers.
WANT: Chairplane Foreman.
CAN PLACE: Worth while Grind Shows that don't conflict.
CAN PLACE: Hi Ball or any Ride not conflicting for long circuit of big fairs.

All address this week, Indiana State Fairgrounds, Indianapolis, Ind.

CETLIN & WILSON SHOWS

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

ALLEGHANY COUNTY FAIR

September 12-17
COVINGTON, VIRGINIA
also

FREDERICKSBURG, VA., AGRICULTURAL FAIR

September 19-24

*First Fair in 15 years, everybody boosting a real spot
ELEVEN more Southern Fairs to follow*

CAN PLACE: Legitimate Merchandise Concessions, Eat and Drink Stands, for all Fairs; Novelties, Age and Scales, Photo Gallery.
WANT SHOWS: Unborn, Midget, Funhouse, will finance any new and novel shows.
CAN PLACE: Few major Rides, Ride Help, Truck Drivers. All address

SAM E. PRELL
EBENBURG, PA. FAIR THIS WEEK; COVINGTON, VA., TO FOLLOW

From the Lots

Prell's Broadway

INDIANA, Pa., Sept. 3.—Shows are on the midway of Indiana County Fair here which opened Tuesday (30). Shows' second fair of the season last week at Butler, Pa., ended up strong after a slow start. At the end of the week the total attendance and receipts more than equalled last year's gate and gross.

Top money show was Jake Oughtman's Ten-in-One, while second money went to Georgie Ward's 1949 Scandals of Pulchritude. Third spot was grabbed by Prof. Vidalia's Harlem to Broadway Revue. Rides did terrific business, all topping 1948 receipts, with the Hi-Ball the leader.

Many new concessionaires joined at Butler and will remain for the balance of the season. All had a better than normal week. Patty Finerty did a good job in seeing that all concessions were up and operating.

Owner Sam E. Prell went to Tappahannock, Va., to look over the shows' new Number 2 unit, in association with the Vivona Bros., which opened in Frederick, Md., August 8. Allan A. Travers, general agent, also left to spend a few weeks with the new unit and to make a trip covering the fairs under contract by both units in the Carolinas, Georgia and Florida.

—ALLAN A. TRAVERS.

DICKERSON SHOWS

WANT

For Society Hill, S. C., Community Fair, Sept. 12-17; Sharpsburg, N. C., Tri-County Fair to follow. These were two of our best fairs last year. Six more to follow. Business good here. Out all winter.

Place Grab Joint, Mug Joint, Mitt Camp and any Grind Concession. Some P.C. If you have other Concessions. Good opening for Bingo. You must make money or FREE privilege. Can place one or two more Rides and any Shows that don't conflict.

All address:
FRANK DICKERSON
 P. O. Box 27, Ocean Drive Beach, S. C., until Sept. 9; then per route.

American Liberty Shows

WANT WANT WANT

Stock Concessions of all kinds, Bingo, Mitt Camp, Photos, Cookhouse, Floss and Snow, Apples, Wild Life, Snake Show, Athletic, Funhouse, Penny Arcade, Pony Ride, Kiddie Train. Will book any Ride that does not conflict with what we have.

Showing following Fairs in Arkansas: Sparkman, Sept. 5-9; Stamps, 12-17; Rison, 19-23; Hermitage, Perryville, Nashville. Other Arkansas Fairs and Celebrations to follow. All replies to **MELVIN EASLEY**.

HAWAIIANS, ORGANIST AND CANDY BUTCHER WANTED

Dave Holokai, Lulu, Vic and Alice Kalei or others knowing me, wire at once. Phil Marder, wire. Good proposition. All answer:

BILL HOIT
JACK PERRY SHOWS
 Leaksville, No. Car.

SMITH AMUSEMENT CO.

Wants Merry-Go-Round Foreman, Second Man on Tilt, Count Store and Clothes Pin Agents. SHOWS—Fun House, Wild Life, Pin Show, others that don't conflict. RIDES—Octopus, Flyplane, Hologlance or Spitfire for balance of fair season. Then to Texas for cotton. CONCESSIONS—Hanky Panky of all kinds, Hydro, Okla., Fair, Sept. 5-10; Wewoka, Okla., Fair, Sept. 12-17; Okmuigea, Okla., Fair, Sept. 26-30.

Frozen Custard Outfit FOR SALE

Electro Freeze Machine mounted on special built body, one ton and a half Chev. truck, with its own power unit. Can be seen in operation on Kuntz Bros' Shows in Westwood, New Jersey, week of Labor Day. Any reasonable offer accepted. Phone Essex 5-1912.

R. MASTROIANNI
 644 Sanford Avenue, Newark 6, New Jersey

FOR SALE—NEW GAMES

Three Vac-Ball units and 10 Pistol Poker units. These games will beat anything at the fairs. New this season. Will sell all or part at big discount. Come and get them, don't write or wire.

PHIL JACOBS
 Chippewa Lake Park, Chippewa Lake, Ohio
 Phone 2251

FOR SALE

One Glass House (Bug House) consisting of 15 Plain Glass, 25 Mirrors, 50 ft. Front with Bally and Banner.

LEE AMUSEMENT CO.
 Ashland, Ala., Sept. 5th thru Sept. 10th; Heflin, Ala., Sept. 12th thru Sept. 17th; Decatur, Ga., Sept. 19th thru Sept. 24th.

FOR SALE

ELI FERRIS WHEEL

No. 12. Bought new 1942. Damaged by recent hurricane. Sacrifice \$3,250.00 with Power Unit. Come look it over.

EARL REID
 Box 122, Jax Beach, Fla. Phone 3913

WANT TO BOOK

Popcorn, Novelty, Candy Floss, Scales, Clothes Pin Pitch, Coke Bottles, Mitt Camp, Cookhouse, Glass Pitch, Penny Pitch or anything not conflicting. Our stands have cotton route booked. Lewy Stokes can use everything you got.

FRED CASWELL
THIERS UNITED SHOWS
 Joiner, Arkansas, Sept. 8-9-10

SECOND-HAND SHOW PROPERTY FOR SALE

\$100.00 Camera, 4 for dime outfit, Bargain. \$5.00 Flashy Band Suits incl. Cap, Coat & Pants. \$39.00 Concession Tent, 8x14 Side Wall, Awning. Baby Show, 13 subjects in glass jars. Cheap. Navy Balloon, great attr. on fair midway. Cheap.

WEIL'S CURIOSITY SHOP
 20 So. 2nd St. Philadelphia 6, Pa.

OPEN FOR BOOKINGS

In Southern Ohio after Sept. 11

Ferris Wheel, Airplane, Kiddie Autos, Chairplanes, Photomatic, Popcorn.

Telephone 134R2—Franklin, Ohio

ROYAL EXPOSITION SHOWS

NOW BOOKING

Shows, Rides and Concessions for six weeks of established Fairs as follows:

- BULLOCH COUNTY FAIR, STATESBORO, GA., SEPT. 19TH TO 24TH.
- JEFFERSON COUNTY FAIR, LOUISVILLE, GA., SEPT. 16TH TO OCT. 1ST.
- HANCOCK COUNTY FAIR, SPARTA, GA., OCT. 3RD TO 8TH.
- MIDDLE GEORGIA FAIR, MILLEDGEVILLE, GA., OCT. 10TH TO 15TH.
- PUTNAM COUNTY FAIR, EATONTON, GA., OCT. 17TH TO 22ND.
- AMERICAN LEGION FAIR, PELHAM, GA., OCT. 24TH TO 29TH.

Time is short, so make your reservation now.

Address ROYAL EXPOSITION SHOWS
 This week, Sylvania, Ga.
 P.S.: Want a clean-cut Griddle Man for diner.

MIDGET CATTLE FOR SALE

1 BULL, 4 yrs. old, 31" tall.
 2 COWS, 4 & 5 yrs. old, 31" and 32" tall.
 1 COW, 6 yrs. old, 33" tall.

MIDGET CALF, born May 17, 1949, 18" tall. All specimens are Black Pole Angus.

If sold as unit, will include plywood show front and show title, inside pens and other equipment. This terrific attraction will make money anywhere. Can be seen at Brookfield, Mo. Will sell individually or as a unit. For details on price, etc., write or wire **VERN A. TARPENING**, 1230 Beale Ave., Bakersfield, Calif.

FLY-O-PLANE FOR SALE

A-1 condition. Equipped with safety device.

SPEEDY MERRILL
 c/o CETLIN & WILSON SHOWS
 Indianapolis, Ind.

WANTED

First class Carnival with clean Rides for a week's engagement (5 days) on the streets of Manchester, Ohio, during September or early October. Prospects good.

MANCHESTER FIRE DEPT.
 BOB WELLS, Fire Chief

FOR SALE

89 Ft. Top, 3 40 Ft. Middles, 3 Light Plants on Chev. truck. Other miscellaneous show property. Can be seen Prescott, Ark., from Sept. 9th to 16th. See

WM. NEWTON
 c/o Chamber of Commerce, Prescott, Ark.

WOLF GREATER SHOWS

Want for the following Fairs

Jordan, Minn., Sept. 8-11; Springfield, 12-13; Fairmont, 15-16.

Shows, Concessions that operate for stock. Can use Ride Help. All mail as per route.

WANT

CONCESSIONS, SLUM STORES, SECOND MEN FOR MERRY-GO-ROUND AND SPITFIRE.

Midway of Mirth Shows
 Hornersville, Mo., this week; Monette, Ark., next week.

GEM CITY SHOWS, INC.

WANT FOR THE FOLLOWING FAIRS:

Saline County Fair, Benton, Ark., week Sept. 13; Ouachita County Fair, Camden, Ark., week Sept. 19; Union County Fair, Eldorado, Ark., week Sept. 26; Ouachita Parish Fair, West Monroe, La., week Oct. 3; Morehouse Parish Fair, Bastrop, La., and 2 more fairs to follow.

CONCESSIONS:	Can place legitimate Concessions of all kinds, S. Cross can use P.C. Dealers.
RIDES:	Will book 2 major Rides and 2 Kiddie Rides for Eldorado and Monroe Fairs.
RIDE HELP:	Iodine Bailey can use sober Ride Help.
FOR SALE:	Kiddie Aero Plane Ride—\$450.00. (Ride now operating on show.)

All reply to:
THOMAS D. HICKEY, Mgr.
 El Paso, Ill., Sept. 7-10; then per route.

JACK'S GREATER SHOWS

WANTS—WANTS—WANTS

For Waverly, Virginia, Fair, six big days and nights. Horse racing and fireworks, Sept. 12-17. With nine more bona fide Fairs in North and South Carolina and Georgia to follow.

Want Popcorn, Candy Apples, Floss, Grab, Diggers, Custard, Slum Stores of all kinds, Eat and Drinking Stands open. Also a few choice Concessions open. Will book any Show of merit. Motordrome, Wild Life, Animal Show, Monkey Show and Penny Arcade. Want A-1 Electrician that can take care of large Show for all winter's work. Want Musicians and Performers for Minstrel Show, salary out of office. William Mason, trombone player, get in touch. Want Ride Help and Semi Drivers for following Rides: Twin Ferris Wheels, Merry-Go-Round, Octopus, Rolloplane, Chairplane and Kiddie Rides. All winter's work. Want party to take over Side Show, have complete outfit. Want Girl Show with two or more Girls, have complete outfit. Want Agent for Line-Up Store, office owned. Johnny Green wants Skillo and Coupon Agents. Want High Aerial Act for balance of season. All mail and wires to **FRANK HARRISON**, Manager; **TOMMY BUCHANAN**, Business Manager, Franklin, Virginia, this week; then as per route.

TIVOLI EXPOSITION SHOWS

WANT FOR POCAHONTAS, BERRYVILLE AND MAGNOLIA, ARK.

All Fairs, with more good Fairs to follow in Mississippi. Out till Nov. 20th. Shows with or without equipment. Legitimate Concessions that work for stock. Can place first-class Cookhouse.

Odell, Ill., Fair, this week; Pocahontas, Ark., Fair to follow.

Contact **H. V. PETERSON, Mgr.**, or **B. J. COLLINS, Gen. Agent**

C.C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
 FEATURING THOROUGHbred ENTERTAINMENT
WANTED

Cannon County Fair, Woodbury, Tenn., week Sept. 12, followed by Jackson County Fair, Scottsboro, Ala., week Sept. 19 and Walker County Fair, Jasper, Ala., week Sept. 26, and a southern route of continuous bona fide fairs. Legitimate Stock Concessions of all kinds, Hanky Panks, Basket Ball, Short Range, Race Horse, Cookhouse and Ice Cream Bars.
SHOWS: Can place Shows not conflicting, with own equipment and transportation.
RIDES: Can place any Rides not conflicting, with own transportation.
HELP: Can place Foreman for Merry-Go-Round and Second Men on all Rides and General Help of all kinds. Must be licensed drivers.
 All address
C. C. GROSCURTH
 CLARKSVILLE, TENN., THIS WEEK; WOODBURY, TENN., NEXT WEEK

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

WANT FOR AKRON, INDIANA, FAIR, SEPT. 13-17
 VERSAILLES, INDIANA, PUMPKIN SHOW, SEPT. 21-24

Stock Concessions. No X. \$25.50 per spot. Shows that can set on streets.

FOR SALE

1947 Flying Scooter with 1947 Superior Semi and 1942 Dodge Tractor. This outfit same as new. Complete. Priced at \$8,500.00 CASH. 1947 Spitfire, in perfect condition, with 26-foot Kentucky Semi and 1942 Dodge Tractor. This outfit is like new and is priced at \$6,500.00. 1947 Super Rolloplane which cannot be told from new, with 28-foot Superior Semi and International Tractor. Complete \$6,500.00. 1940 Tilt-a-Whirl with two 1947 Fruehauf Semis and two Dodge Tractors, in perfect condition. Priced at \$9,000.00 complete.
 These Rides and Trucks are in fine condition. Ask any man who knows my show. Reason for selling these Rides, I have too many. I am not quitting the business, neither am I broke nor sick. I am just cutting the size of my show. This equipment can be seen in operation on my route or at my winter quarters at Greensburg, Indiana.
 THIS WEEK, KNIGHTSTOWN, INDIANA. ALL REPLIES:
W. R. GEREN, OWNER, MIGHTY HOOSIER STATE SHOWS

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

PARSONS, TENN., FAIR, SEPT. 12 THRU 17; BENTON COUNTY FAIR, CAMDEN, TENN., SEPT. 19 THRU 24, THEN INTO FAIRS IN ALABAMA, LEXINGTON, GREENHILL, NORTH SALEM. DON'T LET SIZE OF TOWN FOOL YOU GET WITH JOHNNY FOR WINTER BANKEOLL.
 Want neatly framed Cookhouse or Sit Down Grao, Age & Weight, Popcorn, Sno Ball, Candy Floss, Candy Apple, Carmel Corn, Six Cats, Clothes Pin Pitch, Pitch-Til-You-Win, Hoop-La, Watch-La.
 Shows not conflicting with Snake, Mechanical and Funhouse. Want 10 in 1, Arcade, Glasshouse. Have seven office-owned rides. Want Octopus Foreman, 2nd Men on Wheel and Merry-Go-Round. Foreman for Kiddie Ride, Funhouse Operator.
 All replies: JOHN PORTEMONT, Mt. Vernon, Ind., this week.

FLORIDA amusement company

Wants Diggers, Bingo, Popcorn, Candy Apples and Floss, Snow Cones, Photos and Hanky Panks of all kinds. Want Side Show, Athletic Show or any Grind Shows. Same as usual. Florida until Xmas. Greenwood, Ark., Fair now, starts Thursday; Mulberry, Ark., Fair follows. Then in the Cotton and Cane and into Florida by way of Pensacola and out all winter. Yes, we have our regular Florida Fairs. All wires now Greenwood, Ark., Fair. Opens Thursday.
 All wires to T. J. McMANUS.
 P.S.: Will book 2 Mitt Camps. Also want Skillo, Count Store and Pin Store Agents.

WANT FOR

6-FAIRS-6

STAMPS, ARK.; NASHVILLE; COUSHATTA, LA.; LEESVILLE; MANY, MANSFIELD
 ALL STATE AID FAIRS. LONG SEASON SOUTH

Due to disappointment can place Merry-Go-Round for balance of season. Place any legitimate Stock Concessions—Photo, Scales. Want clean Shows with own equipment; low percentage. Place Second Men on Wheel, Rolloplane, Octopus who drive. All reply:

J. L. (JIMMIE) HENSON SHOWS
 STAMPS, ARK., SEPT. 8-9-10; THEN PER ROUTE.

DUE TO HEART CONDITION AM FORCED TO SACRIFICE MY MONKEY SHOW

Which consists of 1948 International Truck with special built body; new Anchor tent, 24x36; new 50-foot banner line; 20 trained monkeys, including over 100 costumes; 2 amplifier sets, ticket box. Show complete and in A-1 shape in every respect. Can be seen operating at Louisville, Kentucky State Fair, Sept. 11-17; following will be at Memphis, Tennessee State Fair. Closing date, Dallas, Texas State Fair. If interested contact
MRS. MIRIAM WINSLOW
 Monkey Show at the above dates

BEE'S OLD RELIABLE SHOWS, INC.
 WANT WANT WANT

For Horse Cave School & Agricultural Fair, Horse Cave, Ky., Sept. 12-17; Hart Co. Fair, Munfordville, Ky., Sept. 19-24; followed by two more Kentucky Fairs.
CONCESSIONS: Want Hanky Panks of all kinds. Especially want Novelties, Jewelry, Hoop-La and Scales.
RIDES: Can place any Rides not conflicting. Low percentage. Roy Hufft, can use your rides and Outfits.
SHOWS: Can place Illusion, Freak, Monkey, Snake or any not conflicting. Low percentage. Route: Waverly, Tenn., this week.

WANT FOR
Prell's World's Fair Shows
RUTHERFORD COUNTY FAIR
 RUTHERFORDTON, NORTH CAROLINA, September 12-17
 AND 10 MORE TO FOLLOW

We carry nine major rides, four kiddie rides and eight shows, five light towers, making this show the cleanest and most modern midway to break in the show world.
WANT CONCESSIONS—Grab, Eating and Drinking Stand, Mitt Camp, Photo, Hanky Panks and Merchandise Wheels. Will book Derby Racer, Rotary.
WANT Snake Show, Unborn, Wild Life, Motor Drome, Penny Arcade, Monkey Show.
WANT to book or lease Tilt, Caterpillar, Rocket, Sea Cruiser, Pony Ride, Whip or any ride that does not conflict.
CONCESSION AGENTS WANTED—Wheel Agents, Cat Rack Agents, Grind Store Agents. Contact A. R. (Dutch) Whiteside.
 Can use Ride Help on all rides. Semi Drivers given preference. All answer.
JOSEPH PRELL OR JOHN VIVONA
 Rockymount, Virginia, this week, then Rutherfordton, North Carolina.

PENN PREMIER SHOWS
 worlds * cleanest * midway

CAN PLACE FOR THE DURHAM COUNTY
11 FAIRS WHITE FAIR, DURHAM, N. C., 11 FAIRS
 SEPT. 12-17

CONCESSIONS: Can place Photos, Hanky Panks of all kinds, Ball Games, Hi Striker, Glass Pitch, etc.
SHOWS: Can place Wild Life, Glass House, Arcade and anything not conflicting.
WANT: Manager for Minstrel Show. We have complete show Front, Stage, Sound Equipment, etc. You furnish complete Show with People. We have 11 of the best North and South Carolina Fairs. Must join for Durham.
HELP: Can use useful Help on all rides who drive Semi.
 Address all mail and wires to LLOYD D. SERFASS, Gen. Mgr., Port Royal, Pa., this week; Durham, N. C., follows, with Carthage, Sanford, Lexington, N. C.; Chase City, Va.; Kingstree, Marion and Walterboro, S. C., all bona fide County Fairs. No promotions.

AMERICAN MIDWAY SHOWS

WANT FOR THE FOLLOWING TOP TEXAS FAIRS:
 Montague County Fair, Bowie; Wilson County Fair, Floresville; Central Texas Fair, Clifton; Comal County Fair, New Braunfels; Harvest Festival, Hillsboro, and others, closing Nov. 18-28 at Valley Mid-Winter Fair, Harlingen.
SHOWS—Fun House, Mechanical, Monkey, Minstrel. Have complete frame-up for Side Show and Girl Shows.
RIDES—Any Rides that do not conflict.
CONCESSIONS—Any Concessions that work for Stock. "Cookhouse" Carter, wire. All address:
DON M. BRASHEAR, Mgr.
 Gonzales, Tex., this week.

MARENGO, INDIANA, AMERICAN LEGION REUNION, SEPTEMBER 9-10
 MARENGO FAIR GROUNDS. FREE ADMISSION

Coleman's State-Side Shows on Midway
 WANT WANT WANT WANT WANT WANT
RIDES—One major Ride, Octopus, Comet or Rolloplane preferred. **SHOWS—**Monkey, Animal, Ten-in-One or Mechanical. Good proposition to Motor Drome. **CONCESSIONS** not conflicting, such as Basket Ball, Milk Bottle, Lead, B.B. or Short Range Gallery, String Game, Photos, Penny Pitch, Pitch-Till-U-Win, Sno Cone. Special proposition to small, clean Cookhouse or neat Grab. Can use two Ride Men who can stay sober and work. Good wages, good treatment if you can qualify. Mr. Griffin wants two Hanky-Pank Agents. Tommy Humphries wants two Bingo Counter Men and two P.C. Agents. Due to disappointment can place Merry-Go-Round for taxes and committee money only. Can place Popcorn, Balloon Darts, Fishpond and Hoop-La. **POSITIVELY NO GYPSIES—NO FLATTIES—NO DRUNKS.**

WANT **ENDY BROS.' SHOWS** WANT

For YORK, PA., INTERSTATE FAIR Next Week
 BALL GAMES, DERBY RACER, HANKY PANKS, EATS AND DRINKS, GOOD MONKEY SHOW, GLASS HOUSE, FUN HOUSE AND PENNY ARCADE. For York and balance of season. All Fairs until Nov. 15. All address:
DAVE ENDY, Mgr.
 YORK, PA., now and until Sept. 17.

WANTED FOR PAMPA FREE FAIR

Pampa, Tex., heart of oil field. Get where the money is plentiful. Lead Gallery, 10-in-1, Minstrel, Magic or any other Concessions that work for stock. Two or three Major Rides. Contact
LONE STAR AMUSEMENTS, Springer, N. M., Sept. 12-17;
Clayton, N. M., 19-24, or JOE FISHER
 BOX 1662, PAMPA, TEX.

LAWRENCE GREATER SHOWS

WANT NOW FOR THESE OUTSTANDING FAIRS:

WESTERN NORTH CAROLINA FAIR, HENDERSONVILLE, N. C., SEPT. 12-17
 CHESTER COUNTY FAIR, CHESTER, S. C., SEPT. 19-24
 CATAWBA COUNTY FAIR, HICKORY, N. C., SEPT. 26-OCT. 1
 ROWAN COUNTY FAIR, SALISBURY, N. C., OCT. 3-8
 WESTERN NORTH CAROLINA FAIR, WINSTON-SALEM, N. C., OCT. 10-15 (Colored)
 ATHENS AGRICULTURAL FAIR, ATHENS, GA., OCT. 17-22
 NEWBERRY LEGION FAIR, NEWBERRY, S. C., OCT. 24-29

ORGANIZED SIDE SHOW—Babe Keating, contact immediately. Frank Zorda no longer here. WILL PLACE FIRST CLASS LIFE SHOW AND ONE OTHER GRIND SHOW. CAN ALSO USE FOR THESE DATES: ONE MORE FLAT RIDE AND TWO KIDDIE RIDES. CONCESSIONS ALL OPEN. THIS IS ACE TERRITORY FOR 10¢ MERCHANDISE CONCESSIONS: French Fries, Chocolate Dip, Root Beer, Hi Striker, Glass Pitch and similar Concessions. WILL PLACE A-1 BILLPOSTER. NINE WEEKS' WORK. MUST BE ABLE TO DRIVE FOUR PANEL JOB. WANT TALKERS, GRINDERS, CANVASEMEN, RIDE HELP, OTHER USEFUL SHOW PEOPLE ALL DEPARTMENTS.

REPLIES TO GIBSON COUNTY FAIR, TRENTON, TENN.

don FRANKLIN shows

Want for solid Fair Route as follows:

Next week, two fairs, Show splits, #1 Unit, Franklin Fair; #2, Riesel Fair. Then the following fairs in order: Crockett, Wharton, Rosenberg, Angleton, La Grange and Goliad, all Texas. No splits these fairs.

Want all Concessions for Riesel including Grab, Eats, Hanky Panks and P.C. No grift.

Want for season: Large Cookhouse, Custard, Novelties, Jewelry Sales and some Hanky Panks.

RIDES: Need major rides not conflicting. Book Roll-o-Plane, Fly-o-Plane, Octopus, Looper or Caterpillar. Will buy late model Caterpillar, complete with transportation. Will sell 1943 Model #5 Wheel, excellent condition, with or without transportation or will trade on Caterpillar. Will book Little Dipper.

RIDE HELP: Second Foreman for Twin #5 Wheels, experienced Second Men.

SHOWS: Want Shows not conflicting. Have large Illusion Show and Funhouse. Want Monkey, Mechanical, Animal, any Grind Show of merit; 30% all fairs. No Girl Shows. Want, starting at Crockett Free Fair, organized JIG SHOW. Have complete show ready for action. Must be capable manager, 40% to office only, no salaries out of office. These fairs the cream of Jigg Show territory in Texas. All replies please wire, do not call.

Don Franklin, Manager
BRYAN, TEXAS, THIS WEEK

Fidlers United Shows

WANT STOCK CONCESSIONS WANT

FOR ALTON, ILL., AMERICAN LEGION ANNUAL CELEBRATION—RIVERSIDE PARK LOCATION, 4 BIG DAYS AND NIGHTS, STARTING WEDNESDAY, SEPT. 14TH. Free Acts and Fireworks. Automobile and other prizes given away. 120,000 attended this event last year. CAN USE RELIABLE HELP ON RIDES THAT DRIVE SEMIS. ALSO WANT STOCK CONCESSIONS FOR OUR TWO UNITS TOURING ARKANSAS AND MISSISSIPPI. OUT UNTIL THE SNOW FLIES. Address:

SAM FIDLER, Mgr.

La Salle, Ill. (Trade Union Celebration), this week; then Alton, Ill.

DAVE PICARD WANTS

Percentage Dealers and Set Spindle Operator.

JOHNNY WUETHERICK WANTS

Slum Store Agents.

Fairs from now on until November 20.

Address: Care of

DODSON'S IMPERIAL SHOWS

Huron, S. D., this week; Fayetteville, Tenn., September 12-17

SCHAFER'S JUST FOR FUN SHOWS

Wanted for the following fairs: Ardmore and Duncan, both Okla., then Temple, Corsicana, McKinney in Texas. Help for all new rides, Foreman for No. 5 Wheel and Fly-o-Plane and Second Man that can drive.

Will book Side Show or any shows not conflicting with what we have. Can use Minstrel Show Help and Help for Snake Show.

Will book Custard, Kiddie Arcade, Photos, Long Range, Hanky Panks and some percentage open if you have Hanky Panks. One Skillo open. Want capable Grind Store Agents, no drunks. Also Hanky Pank Agents that can stand good treatment.

All answer W. A. SCHAFER JR., Ardmore, Okla., this week then as per route.

A.M.P. SHOWS *Juggy*

Playing nothing but Tobacco Markets and Fairs, Clarksville, Va., Sept. 12-17; Botetourt County Fair, Fincastle, Va., Sept. 19-24.

WANT CONCESSIONS: Photos, Lead Gallery, String Game, Fish Pond, Ball Games, Devil's Bowling Alley, High Striker, Diggers, Swingers, Buckets, Six Cat, Watch-La, Glass Pitch, Penny-in-Bowl, Custard and Floss. Want man or woman and wife for office-owned Cookhouse. Want Monkey Show, Funhouse, Motordrome, Unborn. Want Girl Show, have panel front for same, or any show not conflicting.

Address: A. M. PODSOBINSKY, Gen. Mgr., Franklinton, N. C., this week.

SENSATIONAL FREE ACTS—FIREWORKS

Newport, Ark.—Jackson Co. Fair—Sept. 19-24—Expected Attendance 60,000 People

To follow Trumann, Ark., American Legion Cotton Festival, Sept. 10-17—Two Saturdays. Now booking Concessions of all kinds—Eating and Drinking, Popcorn, Fish or Duck Pond, Darts, Cork, Photo, Scales, Age, High Striker, Short or Long Range, Ball Games, Bumper, Grind Stores, Palmistry, Coke Reasonable privilege, \$17.00. Can place Five-in-One, Monkey, Fun House, Arcade, Girl Show—with or without top and banners. Also Major Ride, one or two Kiddie Rides. Second Men on all Rides.

OHIO VALLEY SHOWS

ROXIE HARRIS, MGR. TRUMANN, ARKANSAS
P.S.: Have ten more big Southern Fairs and Celebrations to follow.

L.P. HENCH Shows *cleanest show on earth*

FAIRS FAIRS FAIRS FAIRS

Playing all Fairs Till November 12th

Jamestown, Tenn., week Sept. 5th; Lebanon, Tenn., week Sept. 12th; Cartersville, Ga., week Sept. 18th; Carrollton, Ga., week Sept. 25th; Covington, Ga., week Oct. 3rd; Monroe, Ga., week Oct. 10th; Cordele, Ga., week Oct. 17th; Dawson, Ga., week Oct. 24th; Opelika, Ala., week Nov. 1st; Troy, Ala., week Nov. 7th.

HELP—Girls for Posing Show, Second Men for Rides who drive. SHOWS—Monkey Show, Small Animal, Snake Show. CONCESSIONS—Jewelry, Candy, Candy Apples, High Striker, French Fries, Pronto Pups, Dart Game, other Hanky Panix. All replies:

Jamestown, Tenn., now; Lebanon, Tenn., next week.

Morris Hannum Shows *One of the Great Eastern Shows*

Want for Pottsville, Pa., Sept. 12 to 17th

CONCESSIONS — Diggers, Photos, Novelties, one more Wheel.

SHOWS—Unborn, Wild Life, Arcade, Motordrome. Ephrata, Pa., and Gratz, Pa., Fairs follow.

Replies to

MORRIS HANNUM

Americus Hotel, Allentown, Pa., now.

DAN DONNINI WANTS

Rolldown, Razzle, Slum Skillo Agents. No drunks.

All reply care A.M.P. SHOWS, Franklinton, N. C.

10 RIDES LONE STAR SHOWS 5 SHOWS

WANT FOR OUR TEN FAIRS. THIS WEEK FRANKLIN, TENN., FAIR.

NEXT WEEK JASPER, TENN., THEN GEORGIA.

SHOWS: Want Snake Show and Lot Men. Also Girl Show or Minstrel Show with own equipment.

CONCESSIONS: All legitimate Concessions open, \$28.00 for all fairs. Also need Custard, Jewelry, Hi-Striker. Will book three more choice Concessions—Rolldown, Razzle and Skillo, Buckets and Nail Store open. Some P.C. Redneck Oliver or Pat Fuller, contact.

HELP: Need Ride Men on all rides who can drive semis.

Will trade slightly used Bingo for alightly used Ice Show. Huh?

All replies to FRED WEBSTER, Business Manager, Franklin, Tenn.

W.G. WADE *Shows*

EMMET COUNTY FAIR, SEPT. 12-17

PETOSKEY, MICH.

Can place for this event EATING CONCESSIONS of all kinds. LEGITIMATE GAMES of skill and chance. All address:

W. G. WADE SHOWS, Inlay City, Mich., Fair, until Sept. 9; then Petoskey, Western Michigan Fair (Ludington) follows Petoskey.

P.S.—Now contracting Rides, Show and Concession Privileges for the Kalamazoo Free Fair, Sept. 26-Oct. 1.

Skillo Agents—Count Store Agents—Outside Men

Can place for Trumann, Ark., American Legion Cotton Festival, Sept. 10-17—two Saturdays; also Newport, Ark., Jackson Co. Fair, Sept. 19-24. Have ten more big Southern Fairs and Celebrations to follow. Plenty of cotton money and all the action you want. Capable Agents for Slum Skillo, Line-Up and Count Stores; also Outside Men for Slum Skillo and Line-Up. Sheriff, can place you; come on. Storch, Earnie Dennison, Jimmy Skillo, Blackie, McPeak, Scotty, Slim Kelly, Lee Carlson, Mickey Davis, Tommy Coleman, Jack Stein, wire.

BILL HARRIS

c/o OHIO VALLEY SHOWS

TRUMANN, ARKANSAS

PAGE BROS.' SHOWS

Want Cookhouse and Grab Outfit. Want Manager for Side Show; have complete outfit. Can use Ride Help, must drive semi. Karl Alzora, wired you but no answer. Ship the equipment to Centerville, Tenn., Railway Express.

Spencer, Tenn., this week; Centerville, Tenn., next week.

A REAL BARGAIN!
 2-Abreast Merry-Go-Round
 #12 Eli Ferris Wheel
 Both in good condition. Now operating in Chicago.
\$7500.00 for both
 Write for information to 188 W. Randolph, Box 292, c/o The Billboard, Chicago, Ill.

FOR SALE
GIRL SHOW
 Outfit also suitable for Minstrel. 25x50 Khaki Tent with new 20 ft. middle piece, 8 ft. Side Wall, 60 ft. Panel Front, Seats, Stage, Wire, etc., used one season. Can be seen at Saginaw, Mich., Fair, Sept. 11th-17th. Will sell Tent separate, \$500.00. Complete outfit, \$1,200.00. Write or wire
F. W. MILLER
 Girl Show, Fair Grounds, Saginaw, Mich.

Concessions—Rides—Shows
 Anything not conflicting with what we have. —Going South after fairs—
 Want Hunky Punks, one of a kind; Agents and Help, Photos, Novelties, String or Post Office, Lead Gallery, Hi Striker, Floss, Blocks, Sling Shot, Basketball, any Grind Show. Want Help on Athletic Show. Can use Wheel or Jenny, good proposition any flat ride or live Ponies or Kid Airplane. Any worthwhile money-getting proposition considered. Going to Cotton Country.
UNITED MIDWAY
 Maud, Okla., Fair now; Sallisaw, Okla., Fair next.

DEWISE PURDIN—HANDLESS BALL PLAYER
 Presents
THE BEST YEARS OF HIS LIFE
WANT WANT WANT
 Side Show People, Talkers, Grinders, Fire Eater, Half-and-Half, Mind Reader (Lelen Marcus, write), Glass Blower with pick out, Tattooer, Kelly (who was in Savin Rock), write me, Bally Girls, any outstanding acts. 12 Fairs to follow.
 Contact DeWise Purdin, c/o Prell's World's Fair Shows, Rocky Mount, Virginia.

WANTED
 Side Show Acts. Join immediately.
 Fire Eater, Pin Cushion, Good Inside Lecturer, Oklahoma Bob Wilcox, answer.
 Wire—don't write.
EARL MEYER
 c/o Ross Manning Show, Fair Grounds, York, Pa.

WANT HIGH ACTS
 MUST BE SENSATIONAL
FOR ALLEGHANY COUNTY FAIR
 Covington, Va., Sept. 12-17. All address
ALBERT GIBSON
 COVINGTON, VA.

WANTED CONCESSIONS
 For Bowling Green, Mo., Fair, Sept. 7-10 inclusive; Vandalia, Mo., Fair, Sept. 14-18 inclusive; Potosi, Mo., Fair, Sept. 15-18 inclusive. Apply
SHOW OFFICE
 1339 South Broadway St. Louis 4, Mo.

CAN PLACE
 Legitimate Concessions, Bingo, Merry-Go-Round, Chairplane, Rolloplane. Shows with own outfit Out all winter. Wire
JOE E. KAUS SHOWS
 Bethel, North Carolina

VICTOR MAG
 Wire me at once or report to me immediately.
SAM APPLEBAUM
 JAMES E. STRATES SHOWS
 Syracuse, N. Y., this week; Washington, D. C., Sept. 12 to 17.

CAN USE
 Legitimate Concessions for the balance of season. Good established route of Street Celebrations in Illinois and Iowa. Closing Cattle Congress, Waterloo, Iowa. Wire or write
ROYAL UNITED SHOWS
 122 No. 4th Street Minneapolis, Minn.

SERVING THE WEST OVER 20 YEARS

Mike Krekos GENERAL MANAGER
 On Account of Short Season We Decided Not to Take the No. 2 Show out at Present. Sorry to Disappoint So Many Who Wrote Us, Be Sure to Contact Us Now or later for No. 1 and No. 2 Shows for 1950
ATTENTION, CONCESSIONAIRES
 We still have limited space left for Santa Clara County Fair, San Jose, Calif., Sept. 12-18 inclusive.
DON'T FORGET THE LAST AND BEST FRESNO DISTRICT FAIR
 FRESNO, CALIF., OCT. 4-9 INCLUSIVE
 Apply for space now. Attention: All Wheels are sold.
 We will book any Flat Ride that does not conflict, also 4 or 5 Kiddie Rides for the Fresno District Fair.
WRITE OR WIRE
WEST COAST SHOWS 500 Clement St., San Francisco, Calif.
OR MIKE KREKOS Roosevelt Hotel, San Francisco, Calif.
NO COLLECT TELEPHONE CALLS OR TELEGRAMS ACCEPTED

JOHNNY T. TINSLEY SHOWS
 "America's Most Modern Midway"
FAIRS
BUTTS COUNTY FAIR, Jackson, Ga., week Sept. 12; **SPALDING COUNTY FAIR**, Griffin, Ga., week Sept. 19, with six more outstanding fairs in Georgia, followed by Florida's biggest Armistice Celebration
WANT SHOWS—Side Show, Monkey, Circus Fat Show, Mechanical City, Minstrel Show Performers, Musicians.
RIDES—Will book Spitfire, Boat Ride, Train or any new Ride not conflicting.
CONCESSIONS—Can place legitimate Merchandise Concessions of all kinds. Positively no racket.
 Address This Week: MARIETTA, GEORGIA

John FRANCIS Shows
 Your Last Big Chance To Get Your Winter's Bankroll
GARY, IND.
 (15th & ROOSEVELT)
FRIDAY, SEPT. 9, TO SUNDAY, SEPT. 18—2 SATURDAYS, 2 SUNDAYS
 2 BIG PAY ROLLS
 Want Concessions of all kinds that work for stock. Can place sober, reliable Ride Help that can drive semis. Address
JOHN FRANCIS, Mgr.
 Gary, Ind., now and until September 18.

MINEOLA FAIR
SEPT. 13th TO SEPT. 17th, INCLUSIVE
WANTED—Legitimate Concessions only; also Globe of Death.
I. T. SHOWS, INC.
PHIL ISSER, GENERAL MANAGER
 1539 East 29th St. Phone Cloverdale 8-1061 Brooklyn, N. Y.

Groves Greater Shows
AMERICA'S CLEANEST MIDWAY
ALEXANDRIA, LA., Sept. 5-10; FERRIDAY, LA., Sept. 12-17. Then Six Louisiana Fairs, Starting at Winnfield, La., Sept. 19th
 Can place Stock Concessions of all kind, Hi-Striker, Aluminum Wheel, Groceries, Novelties. Have completely framed Show for Colored Minstrel, Monkey Show, Hillbilly Show or Side Show. What have you? Can place Electrician.
All replies ED GROVES as per route

BOGLE & REESE SHOWS
WILL BOOK
 For Butler, Mo., Fair, Sept. 13-17; Jasper, Mo., Street Fair, Sept. 19-24; Aurora, Mo., Tri-County Street Fair, Sept. 26-Oct. 1.
CONCESSIONS—Mug, Post Office, Jewelry, Bumper, Long Range, Hoop-La or any other non-conflicting legitimate Concessions.
RIDES—Kiddie Auto, Kiddie Wheel, Octopus, Rolloplane, any other major Ride that doesn't conflict. **SHOWS**—Will book any Show except Funhouse, Girl, Unborn, with own equipment and transportation. Wire, don't phone. F. C. BOGLE, Mgr., Bogle & Reese Shows, Inc., West Mineral, Kansas, this week; Butler, Mo., 13-17; Jasper, 19-24; Aurora, Mo., Tri. 26-Oct. 1.

CARNIVAL SECRETARY
AVAILABLE NOW
 Efficient to handle all details of any show. Familiar with all tax reports, etc. Can handle press back with show. Write, Wire
CARNIVAL SECRETARY
 BOX D-237, c/o The Billboard
 2160 Patterson St. Cincinnati 22, Ohio

WANT
 for balance of season
OPEN UNTIL NEW YEAR IN NEW MEXICO AND ARIZONA
 Concessions, Photos, Fish Pond, Cork Gun, Hoop-La, Novelties, any Hunky Pank. Bridgeport-Lewellen, Neb., Fairs this week; Garden City, Kansas, Fair next. Wire what you have.
J. R. LEERIGHT
 Per route.

GENERAL RIDE HELP
 Foremen, Second Men, Truck Drivers.
 Agents for Bowling Alley.
HARRY CRAIG
 Heart of Texas Shows
 Enid, Okla., Fair, now; Stillwater Fair follows; then Anadarko Fair.

FIREMEN'S CARNIVAL
LOVINGSTON, VA., WEEK OF SEPT. 13TH
 Want Monkey Show, Wild Life, Five-In-One or any good show. Long season. Concessions: Custard, Floss, Popcorn, Hoop-La, Duck Pond, Spot the Spot, High Striker or any Concession not conflicting. Write or Wire
I. K. WALLACE
 SCOTTSVILLE, VIRGINIA

FOR SALE
 Single Roll-o-Plane, like new. Sunshine Kiddie Choo-Choo Train, must sell.
G & S AMUSEMENT CO.
 Salisbury Beach, Mass.

FREE ACT
WANTED WEEK OF SEPT. 19
ELBERTON FAIR, ELBERTON, GA.
 Contact
I. V. HULME
 ELBERTON, GA.

FOR SALE
 Must sell at once, 18-Car Ride-o. First class condition. Can be seen set up here. Will send photo or come look it over.
D. & S. Amusement Co.
 Old Orchard Beach, Maine

WANTED—A SMALL CARNIVAL AT THE GRAYSON DISTRICT FAIR
 at the Grayson High School, Sept. 15, 16, 17
D. P. Lilly, County Agent
 Phones: Office 860. Residence 1182-J. Okmulgee, Oklahoma

WANT TO BOOK
 Octopus Ride. One of the flashiest on the road. Send route if interested in booking this Ride. Available after Sept. 25. Contact
EUGENE W. SKERBECK
 Mackinac Co. Fair, Allenville, Mich., Sept. 9-10-11-12; Rudyard, Mich., 13-16-17-18.

J-CEES WANT
 Merry-Go-Round, Ferris Wheel, Loop-o-Plane, Airplane, Swing for October 31. Contact
NORFOLK JUNIOR CHAMBER OF COMMERCE
 Norfolk, Nebraska

JOHNNY J. DENTON SHOWS

Want for the Attalla-Gadsden Fair, followed by Athens, Roanoke and several other Alabama and Georgia Fairs

Manager with Act for Side Show. We have bannerline and 120-Foot Top. Good proposition to reliable party. Also want Arcade and Monkey Show. All Hanky Pank Concessions open. Reasonable privilege. Will sell X on Long Range Gallery, Jewelry and Ice Cream for balance of Fairs. This week Cullman, Ala., followed by Selma. Then the big one.

All replies to JOHNNY J. DENTON

CAPITAL CITY SHOWS

Want sensational High Act for balance of season. Must be high.

ALL FAIRS

- Hardin County Fair, Elizabethtown, Ky., Sept. 5-10
- Legion Fair Bremen, Ga., Sept. 12-17
- Legion Fair La Grange, Ga., Sept. 19-24
- Tri County Fair Manchester, Ga., Sept. 26 to Oct. 1
- Barrow County Fair Winder, Ga., Oct. 3-6

WANT CONCESSIONS

Legitimate Stock Concessions of all kind. Good opening for Custard, Jewelry, Chocolate Dip and Hanky Panks of all kind. Want Count Store Agents. Joe Ansher and Bill Haines, contact.

SHOWS

Mechanical, Wild Life, Monkey, Big Snake. Lee Houston, contact. Talker for Drome. Want Drome Manager with Riders to take Drome. Les Evans and Eunice Lanko, contact.

RIDES

Tilt, Spitfire, Pretzel, Roll-o-Whirl, Looper. Will lease No. 5 Wheel to twin with ours. Ride Help who can drive semis. All replies:

J. L. KEEF

Hardin County Fair, Elizabethtown, Ky., this week.

ALL FAIRS

- Gwinnett Co. Fair Lawrenceville, Ga., Oct. 10-15
- Jasper County Fair Monticello, Ga., Oct. 17-22
- Ben Hill Co. Fair Fitzgerald, Ga., Oct. 24-29
- Dodge County Fair Eastman, Ga., Oct. 31-Nov. 5
- Crenshaw County Fair Luverne, Ala., Nov. 7-12

C. A. STEPHENS SHOWS

Wanted for Spruce Pine, N. C., Toe River Tri-County Fair, Sept. 12-17; Erwin, Tenn., follows

Concessions that work for Stock. Glass Pitch, Hoop-La, Ball Games, Eating and Drink Stand. No Camps at this spot. Shows—Animal, Wild Animal or Mechanical City. Rides not conflicting. Wire

NEW CASTLE, VA., FAIR THIS WEEK

WANT GRACELAND GREATER SHOWS WANT

NOW PLAYING 12TH & BROADWAY, EAST ST. LOUIS, ILL., THIS WEEK; TO BE FOLLOWED BY DEXTER, MO., FAIR; PIGGOTT, ARK., FAIR; LAKE CITY, ARK., LEGION ANNUAL CELEBRATION. Playing the Money Spots of the South.

CONCESSIONS—Popcorn, Ice Cream. A few more choice Concessions open. RIDE HELP—Merry-Go-Round Foreman, Chair-o-Plane Foreman, Second Men on all Rides. Top wages for good men. We don't promise—we pay every week. All address:

HARRY ALKON, MGR.

c/o Broadview Hotel, East St. Louis, Ill., this week; then as per route.

WANT

DREW COUNTY FAIR, Monticello, Ark., week Sept. 12th; ASHLEY COUNTY FAIR, Hamburg, Ark., week Sept. 19th, and solid route fairs until Armistice Day

Can place Eating and Drinks; book modern, clean Cookhouse or Sit Down Grab; French Fries, Custard, Ice Cream, Fish and Duck Pond, Hanky Panks that do not conflict. SHOWS with own outfits, what have you? RIDES—One Major Ride, Kiddy Whip, Boat, Live Ponies. Sell exclusive Novelties and Hi Striker. Ride Help who can drive Semi Trailers. Address:

CRESCENT AMUSEMENT CO.

MALVERN, ARK., THIS WEEK; THEN PER ROUTE.

WANT

Robertson County Fair, Springfield, Tenn., Sept. 12 to 17; Lebanon, Tenn., Colored Fair, Sept. 19-24; others to follow.

Rides not conflicting—Roll-o-Plane, Octopus, Spitfire, Tilt, Roll-a-Whirl, or what have you? Concessions—Sit Down Grab, Diggers, Photo, Jewelry, American Palmistry, Custard, Hanky Panks of all kinds. Will place Shows of all kinds with own outfits—Motor Drome, Snake Show, Side Show, Mechanical Show, Monkey Show or Animal Show. All address:

T. J. APPLE

WESTMORELAND, TENN., FAIR, THIS WEEK

VETERANS EXPOSITION SHOWS

(Playing the cream of the South)

Joe Karr no longer connected with this Show. Want Concessions of all kinds. Special proposition for Arcade, Diggers, Custard or Ice Cream. Will book Shows not conflicting with Minstrel, Snake and Wild Life. Can use one Flat Ride and two Kiddy Rides. Harry Wilson is our new legal adjuster. Johnny Johnson and Jimmie Ross, contact Mrs. Cole. Can place Agents on Rat Game and Bucket Store. All replies to

JOHNNY CARUSO or O. O. (BUD) POINT

Playing this week at Colored Fair, Brunswick, Ga.; followed by Street Celebration at Darien, Ga.

GOLD BOND SHOWS

WANT CONCESSIONS OF ALL KINDS

Cookhouse, Short Range Gallery, Basket Ball, Hoop-La, Darts, Ball Games, Ice Cream, Frozen Custard, Novelties and others not conflicting. Want Bingo after Sept. 18. WANT SEVERAL GRIND SHOWS. HAVE COMPLETE GIRL SHOW OUTFIT. All wire only:

MICKEY STARK, Mgr.

Friendship, Wis. (Fair), Sept. 8-11; Bloomington, Wis. (Fair), Sept. 16 to 18; then Illinois.

FOLK CELEBRATION SHOWS

Want for Northern New Mexico Fair, Sept. 14-17 inclusive, Santa Fe, New Mexico. Then New Mexico State Fair, Sept. 25-Oct. 2 inclusive. Then Eastern New Mexico State Fair, Oct. 4-8 inclusive. Other fairs and celebrations to follow. Join us for a long season and for an early 1950 opening in February.

WANT FIRST CLASS 8 PIECE UNIFORMED BAND. WANT FIRST CLASS BUILDER AT ONCE. WANT FIRST CLASS SIGN AND SCENERY PAINTER. CAN PLACE HIGH TIGHT WIRE ACT OR WOULD LIKE TO HEAR FROM ONE MORE SENSATIONAL FREE ACT. RIDES—Can place Dark Ride, Hi-Ball, Rocket, Little Dipper, Looper, Whip, Screwball. Will book any ride I do not have. WILL BOOK OR BUY SCOOTER. SHOWS—Want Motordrome, Illusion Show, Working World. Joe Tesky, write or wire. Other money-making Shows, write or wire. CONCESSIONS—Can place legitimate Concessions of all kinds. Positively no grift.

RIDE HELP—Foremen and Second Men, get in touch with us. Wire or write Show, this week, Walsenburg, Colo., Sept. 7-11, inclusive.

MAGIC EMPIRE SHOWS

Want for long string of Southern Fairs. Out until Xmas

Can place COOKHOUSE, also CONCESSIONS of all kinds. No flat outfits. WANT OUT-STANDING FREE ACT. Will book SHOWS with or without own equipment, such as Girl Show, Side Show, Monkey, Athletic Show, Funhouse, or what have you? Want to book KID RIDES, also Roll-o-Plane, Spitfire, Octopus, Rock-o-Plane. RIDE HELP—Want Wheel and Chairplane Foremen; Second Man for Merry-Go-Round, Tilt, Fly-o-Plane and Caterpillar. Must drive Semis. WANT ELECTRICIAN, we have a 219 K.V.A. Twin-Engine General Motor Diesel Light Plant. All replies:

A. SPHEERIS, MAGIC EMPIRE SHOWS

Tell City, Ind., Sept. 5-10; Paris, Tenn., Sept. 12-17.

P.S.: Joe Goodwin wants P.C. Dealers and Count Store Agents.

BARNEY TASSELL UNIT SHOWS

Want for Orange, Va., week of Sept. 12. In heart of town. And then my winter bank-roll Tobacco Festival and Florida tour.

Can place Rides of all kinds not conflicting. Strictly legitimate Concessions and Shows of merit.

P.S.: Want Help in all departments. Must be able to drive Semi Trailer.

WIRE: THIS WEEK, WOODBRIDGE, VA.

ONEIDA COUNTY FAIR

Vernon, N. Y., Sept. 13-18
2 Days and Nights of Thrill Shows
Hamid's Stage Show.
Horse Racing Every Day.
80,000 People Last Year.
Few choice locations open for Cook House works. Joints of all kind, first come, first served. Will not book too many of one kind. Also one each, Show and Ride.

LITTLE WORLD'S FAIR

Hemlock, N. Y., Sept. 21-24
2 Days and Nights of Thrill Shows.
\$8000 Stage Show.
Horse Racing 3 Days.
Firemen's Parade.

B & C EXPO SHOWS

SLIM KELLEY WANTS SIDE SHOW PEOPLE

Freaks, Anatomical Act, Working Acts and good Side Show People.

All Fairs—A Long Season South—No Lay-Offs. Wire

T. W. (SLIM) KELLEY

Virginia State Fair Grounds, Staunton, Va., this week; Mineola, L. I., N. Y., Fair, next week.

WANT FOR YORK, PA., FAIR

and 8 FAIRS TO FOLLOW: ONE CAPABLE MITT READER, also SPOT THE SPOT AGENTS.

Address

SEYMOUR BERGER SCLAR

Care Endy Bros.' Shows, York, Pa., now until September 17.

HAPPY HOLIDAY SHOWS

Annual Cowbell Celebration, Wayland, Michigan, September 7-10. Thirtieth Anniversary Celebration American Legion, Sandusky, Ohio, September 13-17, Downtown, Huron Park.

Can use Hanky Panks of all kinds.

JOHNNY RYAN WANTS GIRLS

For Prett's World's Fair Shows. Girl for Girl Revue, also Candy Pitchman. Will stay out all winter. Will teach girls who don't have experience. Good pay. French and Peggy, also others who worked for me before, get in touch. Johnny Ryan, this week Rocky Mount, Va.

WANT GEORGIA AMUSE. CO. WANT

Will book Photo Gallery, Pan Game, Mitt Camp, Bowling Alley, Short or Long Range Gallery. Sell ex. on Popcorn and Snow. Hanky Pank owners, we charge \$15.50 per week and have no flats. Do not tolerate any junkies or lishes. We are booked solid until Xmas, playing only the best in the South and all up town locations, as this is not an R. F. D. show. No phone calls, please. Ocala, Ga., Sept. 5-10.

Moore's Modern Shows CAN PLACE

All kinds of Stock Concessions for Blytheville, Ark., Fair, week of Sept. 18-23. Want Roll-o-Plane and Ferris Wheel Foremen. (Must be Semi Drivers and stay sober.)

Address: Oblong, Ill., this week.

FOR SALE

3 Abreast Allan Herschell Merry-Go-Round, completely refinished. Miniature Train, Portable Track.

CLIFF WILSON DISTRIBUTING CO.

1121 South Main Street Tulsa, Oklahoma Phone 5-6318

WANT FOR
DYER COUNTY FAIR, Dyersburg, Tenn., Sept. 12-17
 followed by
NORTH ALABAMA STATE FAIR, Florence, Ala., Sept. 19-24
LAWRENCEBURG, TENN., FAIR
CARUTHERSVILLE, MO., FAIR
COLUMBUS, MISS., FAIR

With four more weeks of fairs, ending in Florida Nov. 15

CONCESSIONS Grab, Floss, Popcorn, Snow, French Fries, Novelties, Jewelry, Scales and Age, Ball Games, Hoop-La, Basket Ball, Fish Pond, High Striker, String Games or any kind of Hanky Pank Concession. **POSITIVELY NO MITT CAMP.**

RIDES Will book following Rides with own transportation for balance of season: Kid Boat Ride, Caterpillar, Flyoplane, Looper, Dark Ride or Spitfire. Must be in good condition and in keeping with our other Rides.

We open last week in January with eight outstanding Fairs.
All replies to E. L. YOUNG, Gen. Mgr.
ROYAL CROWN SHOWS
 Union City, Tenn., this week, and then as per route.

WANT WANT WANT
FIVE COUNTY FAIR, FARMVILLE, VA.
WEEK OF SEPTEMBER 19

Ball Games, Fish Pond, Duck Pond, Pitch Till You Win, Penny Pitch, Six Cats, Buckets, Swinger, Glass Pitch, Spot the Spot, Grab, all concessions open except Bingo. Girl Show, Minstrel Show, Side Show, Mechanical City, Half and Half. All replies to

GEORGE CLYDE SMITH SHOWS
 Curwensville, Pa., this week; Cumberland, Maryland, till Sept. 15; then Farmville, Va.

DICK'S Greater Shows Inc.

TROY, NORTH CAROLINA, FAIR
SEPTEMBER 12 TO 17
WANT

RIDES—Set of Kiddie Rides, Rolloplane. Mr. Lee, please contact.
SHOWS—Wild Life, Iron Lung, Side Show Acts, Annex Attraction.
CONCESSIONS—Cookhouse and Grab. A few choice Wheels open. Catrack, Buckets, Penny Arcade, **FROZEN CUSTARD**, Ballgames, Pitch Till You Win, American Palmistry, Glass Pitch. **WANT MAN WITH SOUND TRUCK.** Six North Carolina Fairs to follow.

R. E. GILSDORF, Gen. Mgr.; JIMMY DAVIDSON, Business Mgr.
 Paulsboro, N. J.

DODSON'S IMPERIAL SHOWS
35 — RAILROAD CARS — 35
CAN PLACE FOR BALANCE OF FAIR SEASON

Starting at Fayetteville, Tenn., September 13-17.
 Fairs Continuing Until Second Week in November.

Can place legitimate Concessions of all kinds. No exclusive except Bingo and Cookhouse. Will sell exclusive on Frozen Custard and Ice Cream Dips.
 Can place Girls for office operated Girl Show.
 Colored Musicians and Performers and Chorus Girls for one of the finest framed colored shows on the road. (Pullman car accommodation.)
 Can also place tractor drivers and several working men. All address:

DODSON'S IMPERIAL SHOWS
 Huron, S. D., Sept. 5-10; Fayetteville, Tenn., Sept. 13-17;
 Huntsville, Ala., Sept. 19-24.

J. A. GENTSCH SHOWS
 For Mississippi's Largest and Best Bona Fide County and District Fairs

WANT WANT WANT

Pike Co. Fair, McComb, week of Sept. 12th; Bolivar Co. Fair, Cleveland, week of Sept. 19th; Lincoln Co. Fair, Brookhaven, week of Sept. 26th; Waynes Co. Fair, Waynesboro, week of Oct. 3rd; Old Natchez Trace Fair, Natchez, week of Oct. 10th; Franklin Co. Fair, Meadville, week of Oct. 17th; Amite Co. Fair, Liberty, week of Oct. 24th; Holmes Co. Fair, Lexington, week of Oct. 31st, and several pending to follow.

Want Monkey Show, Snake Show, organized Minstrel, Fun House, Motor Drome, with own transportation. Buster Hayes, answer, Fred Bancroft wants for Side Show—Girl for Bally and illusion and other useful Side Show People. Can use a few more Hanky Panks. A chance to get your winter bank roll. Outstanding High Free Act. Contact at once. Wire or write

J. A. GENTSCH
 Winona, Miss., week Sept. 5th; McComb, Miss., week Sept. 12th.

ALAMO EXPOSITION SHOWS

WANT WANT WANT

FOR 8 MORE FAIRS AND CELEBRATIONS

John Hutchins can place Acts for his Side Show. Can place Frozen Custard, Penny Arcade, High Striker, Ball Games and Hanky Panks. Can place Motor Drome and Shows that will not conflict. Second Men on all Rides who drive trucks and semis. This show will be out until late November. Will sell Novelties for 1950 Battle of Flowers at San Antonio, Texas.

All answer to
JACK RUBACK, MANAGER
 Parry, Oklahoma, Sept. 5-10; Bristow, Oklahoma, Sept. 12-17.

PLYMOUTH, MICH., FIRE DEPT. FESTIVAL
 September 12-17—in the Heart of Town

WANT HANKY PANKS of all kinds, Fish Ponds, Hi-Strikers, Balloon Darts, etc.
SMALL SHOWS (no girl shows—no mitt camps).
2 other excellent spots to follow
COTE AMUSEMENT CO.
 Plymouth, Mich.

WANT - WANT
CENTENNIAL GREATER SHOWS

Concessions of all kinds, Shows and Rides. Anderson Fair, Sept. 7-11; Yreka Fair, 13-18, out until November 20th. Ride help, come on.

Write, wire or come on, Anderson, California.
R. WIBROWN or M. McCLOSKEY

GREAT SUTTON SHOWS
CAN PLACE

Ride Men on Loop, Wheel, Tilt and Octopus and useful Show People in all departments. Can place Custard, Fish Pond, Penny Pitch and any legitimate Stock Concessions. Can place Front Man and Inside Lecturer for office-owned Side Show. Also can use any good Working Acts; Mary Webb, answer. Have large wagon-type panel Girl Show, want Manager who has girls and wardrobe. Leo Alten can place P.C. Dealers and Agents for the Southeastern World Fair, Atlanta, Ga. Contact

F. M. SUTTON JR.
 Centerville, Iowa, Sept. 7 to 10; Milan, Mo., 12 and 13, and then the big one, Daniel Boone Celebration, Booneville, Mo., Sept. 15 through 17.

AMERICAN FUNLAND SHOWS

WANT WANT WANT

SHOWS: Can place Funhouse, Wild Life, Side Show, Monkey Show, Dog Show, Arcade or any show that does not conflict.
RIDES: Boat Ride, Miniature Train, Pony Ride, also Kiddie Roller Coaster with own transportation.
CONCESSIONS of all kinds. Also want Agents for all kinds of Concessions. Hazen, Ark., Fair, week Sept. 5; Cross County Fair, Wynn, Ark., Sept. 12; Brinkley, Ark., Fair, Sept. 19; Eudora, Ark., Fair, Sept. 26; McGhee, Ark., Fair, Oct. 3, and seven more fairs to follow.

SPARTA, N. C., Week of September 12.
ALEXANDRIA CO. FAIR, Taylorsville, N. C.,
Week of September 19.

Want Shows—Snake, Glass, Monkey, Fun, Fat. Concessions—Everything is open, including P.C. Want Rat, Pan, Pea Pool, Water Games, String, Pitches, Bumper, Long and Short Range, Ball Games and others. Want High Acts for Taylorsville Fair. Contact Mr. Pool, c/o Fair there. All others wire this week!

JAMES H. DREW SHOWS
 DUNBAR, W. VA., FAIRGROUNDS

MODEL SHOWS, INC.

Want for the Following Fairs: Audubon, Iowa; Siloam Springs, Ark.; Bonham, Tex.; England, Ark., and two others. Out until Nov. 25

CONCESSIONS—Long Range, Photos, Bowling Alley, Candy Apples, Basket Ball, Coke Bottles or any Stock Concession. **SHOWS**—Fun House, Snake, Wild Life, Ten-in-One, Illusion or any other Show of merit. **WANT AGENTS FOR HOOP-LA, VERY NICE FLASH; ALSO PEA POOL, OVER & UNDER, BALLOON DARTS, GLASS PITCH AND FISH POND. OTHER STOCK CONCESSION AGENTS, COME ON. HELP—RIDE HELP THAT CAN DRIVE SEMIS. MUST BE CAPABLE AND STRICTLY SOBER. WIVES TO SELL TICKETS. Want Cookhouse Help. TRUCK DRIVERS, ATTENTION! Our rolling stock is the very best. All address:**
JOHN L. ROBINSON, Merville, Iowa, this week; Audubon, Iowa, next week.

MIGHTY PAGE SHOWS
FAIRS UNTIL ARMISTICE DAY

Want for our Fair route any Shows not conflicting. Want Side Show Manager and People.
RIDES—Any not conflicting with the eight we have. Especially want Kid Rides; Mr. Lee, answer. **CONCESSIONS**—Booking all Concessions. Especially want Long and Short Range Gallery, Custard, Novelties, Jewelry, Basket Ball, Penny Arcade, French Fries, Chocolate Dip, Mug Joint, Country Store, Hit and Miss, Bumper, Clothes Pin and Water Games, Count Store and Skillo Agents. Want high-class Special Agent and Sound Car. All replies to
BILL PAGE, MARTINSVILLE, VIRGINIA

Co-Op Buying Ideas Set by N. Y. RSROA

Huddle Over TV Revues

NEW YORK, Sept. 3. — Groundwork for a money-saving co-operative purchasing plan was laid at a meeting of the New York chapter of the Roller Skating Rink Operators' Association (RSROA) Wednesday afternoon (31) at the Park Sheraton Hotel. With several representatives present from Pennsylvania and New England chapters, the tentative decision out of the conclave was that the three groups would act as "guinea pigs" in buying items commonly used at rinks, thru the Detroit office of the association. List of ops agreeing to the plan should be ready for a meeting on September 21.

Long a pet project of Victor J. Brown, operator of New Dreamland Arena, Newark, N. J., he proposed it with the statement that it would save money for individual operators and make money for the RSROA by enabling rink men to obtain items at manufacturers' rock-bottom, mass-order prices.

Among other items discussed at the meeting was the series of WPIX television roller revues which is scheduled to begin October 16.

The shows, it was announced, will originate at Eastern Parkway Roller-drome, will each be of 40 minutes duration, and will continue on successive Sunday nights just as long as RSROA amateurs can put out professional-type entertainment. All operators present pledged support and agreed to lend advisory aid and to supply casts, with appropriate costumes, whenever called on.

Al Lawrence, WPIX special events

A CHANCE

To buy an established, permanent Rink located in Illinois with a perfect 50'x110' skating surface. No wild claims or high-pressure boloney. It won't pay for itself in 6 months nor can you retire in a couple of years, BUT if you want a nicer-than-average moderate sized Rink that will provide a steady better-than-average income, this is the baby. The price is \$20,000 and you must have the money. The only reason for selling is that I want to. Want more details?

Write Box D-239, c/o The Billboard
Cincinnati 22, Ohio.

PORTABLE ROLLER RINK

For sale, 40x106. Plenty skates, both shoe and clamp; new Chicago skate grinder, floor sanding machines, National cash register, electric drink box, tool chest and new parts. Will sell all together or cut down to fit your purse.

W. H. MELTON

General Delivery Cleburne, Texas

PORTABLE RINK

50'x140'—Flameproof, Waterproof Tent, #1 Hard Maple Floor, 300 Fr. Chicago Rink Skates, Skate Grinder, Comp. P.A. System, 6 Case Elec. Cooler, Comp. Lighting System, Benches, Counters. Used only 1 season.

\$6,000.00 for Quick Sale

LOUIS DeMARCO
RR 1, ELMHURST, ILLINOIS

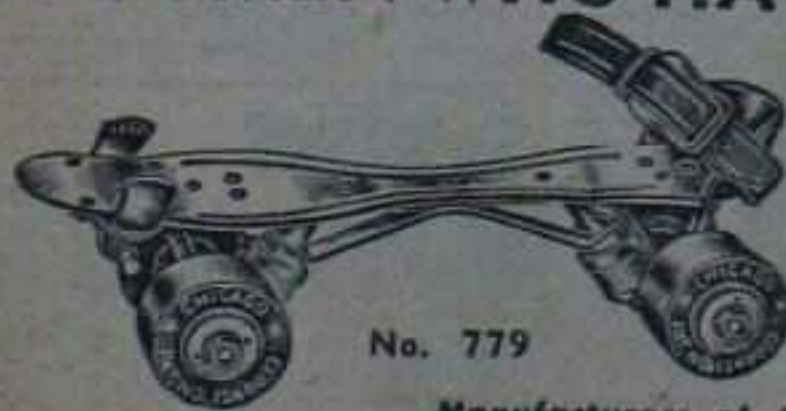
WANTED TO BUY ROLLER SKATING RINK

Experienced Operator wants permanent going rink. Will pay cash. Contact:

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THERE IS A REASON

CHICAGO ROLLER SKATE CO.

4427 W. Lake St. CHICAGO, ILL.

Manufacturers of All Kinds of Roller Skates

Martin Uncovers New Evidence Of Upward Trend in Box Office

DETROIT, Sept. 3.—Solid evidence that roller skating may be in for a boom period despite general business conditions was uncovered during an interview with Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association (RSROA), who is taking an optimistic attitude for the immediate future, and produced figures, backed by a solid promotional program, for rink men.

The condition is distinctly similar to the situation in 1933 when roller skating, almost a lost art among the then younger generation, suddenly zoomed into popularity as a sport during the later period of a depression, with its low-priced audience participation features a significant factor.

August was the busiest month in the history of the RSROA, a summary of headquarters activities show. Prediction that the association would register over 40,000 skaters for the

director, stressed that each show will be a gigantic undertaking and will require a rehearsal, a dress rehearsal and a three-hour camera rehearsal.

The following were present:

Milton Aronson, Johnny Jones Jr. Company; Vic Brown, New Dreamland Arena, Newark; Harry Forbes, New York Daily News; Ben Glass, Queens Rink, Elmhurst, N. Y.; Bill Junda, Shore Roller-drome, Asbury Park, N. J.; Al Lawrence, WPIX; Emil Lence, Eastern Parkway Roller-drome, Brooklyn; Bill Love, New York Journal American and The Billboard; Edward LaVenture, Fitchburg, Mass., RSROA president; Fred Martin, Detroit, RSROA secretary; Cecil Milam, Washington, Pa., president of Penny chapter; George Mortimer, Gay Blades Roller-drome, New York; Frank Negri and Eddie O'Neill, Hill-side Roller-drome, New York; Vincent Padula, Park Circle Rink, Brooklyn; Joseph Seifert, Bay Ridge Roller-drome, Brooklyn; K. D. Strayer, Johnstown, Pa.; Nat Steinberg, Queens Roller Rink, Elmhurst, N. Y.; Irwin Rosee, Roller Skating Institute of America, and Fred and Walter Wolf, Pottstown, Pa.

Mineola Prepares For 16th Season

MINEOLA, N. Y., Sept. 3. — Earl Van Horn's Mineola Roller Rink closes its summer season September 9 for alterations and renovations to the building and opens its 16th season September 21. As in past seasons, skating exhibitions and souvenir programs will feature the grand opening. During the summer the rink has operated Wednesday, Thursday and Friday nights.

Sunday morning figure skating classes get under way September 25. From these classes, skaters graduate to the Earl Van Horn Dance and Figure Skating Club. Classes are under the direction of Gladys and George Werner and Louise Campbell, Mineola pros.

Saturday morning club sessions will start September 24. They feature dance specials with organ music by Bobbie Weeden. The charge is 25 cents, including admission and skates.

season was made by Martin. Among other highly important statistics were these:

1. Professional skating teacher registration has now gone over the 400 mark.
2. Proficiency tests totaled 4,400 for the season ending August 31, with advance requests for score sheets indicating a still heavier season ahead.
3. Requests for advance information on joining the association have doubled since the national convention and competitions in Washington in July.
4. Skating News, monthly organ of the RSROA, shows a 36 per cent increase over last season in subscriptions.

Turning to a positive program, Martin advocated a five-point policy for rink operators:

1. More classes for beginners.
2. Good, live, musical evening programs.
3. Reduced prices on sessions for children, which are regarded as the build-up for regular rink sessions.
4. Plenty of special fun nights with games and other events.
5. Reduced prices on skate sales to build future patronage.

"Let's stop talking about the past and look to the future," Martin said. "I feel sure that the problem can be solved and that a successful future is in store for everyone in the industry. Of course, this will not 'fall on you.' It will require work and effort on the part of everyone—a most pleasant effort when you see business coming your way."

Martin pointed out that he believed the roller skating business hit its lowest ebb last season. With a bit of initiative on the part of rink men, he said, the 1949-'50 season could be started with a bang and "continue that way if you want it that way."

"Forget about cutting taxes," he cautions operators. "Our political friends in Washington are too busy chasing skeletons to worry about our kids and their love for roller skating as a recreational and healthful sport. Why not forget what's going on in Washington before we knock ourselves out?"

Martin's final suggestion was, "Let us wake up to the fact that we need better and bigger promotions to bring in more people, and the set-up of good, solid programs of good times in order to keep those people coming back."

Journal American Schedules Derby; \$5,000 in Prizes

NEW YORK, Sept. 3.—The Winged Wheels Derby, a series of roller races sponsored by The New York Journal American and department of parks, was launched Sunday (28) with a feature story in the newspaper. Since then, daily stories and picture spreads have appeared and will continue until after the finals on Columbus Day.

Races will be from 40 to 60 yards for tiny tot boys and girls to 300 yards for teen-agers. Relays are also scheduled.

Eliminations, starting September 19, will be held at 520 neighborhood playgrounds in the five boroughs. Finals are set for the Mall in Central Park.

Over \$5,000 worth of prizes are being offered. Included is an all-expense trip to the Sugar Bowl Game in New Orleans for a boy and his dad, two ponies, wrist watches, cameras, roller skates, bicycles, fishing equipment, baseball gear and season tickets to major sporting events. For winners in finals there will be medals.

AOW Personnel Making Shifts

ELIZABETH, N. J., Sept. 3.—William Schmitz, general manager of the America on Wheels chain of rinks, announced from his headquarters here several changes taking place in preparation for opening of the fall season.

Herbert Daisley, present professional at National Arena, Washington, leaves that post to assume management of Bladensburg (Md.) Arena, AOW's newest addition, scheduled to open in October.

Replacing Daisley at National Arena will be Robert Reilly, who was pro at the AOW St. Nicholas Arena, New York, and Mount Vernon (N. Y.) Arena several years ago.

Mount Vernon, which has been without a professional since April, has secured the services of Walter Clancy, New York. Clancy is a former champion of the United States Amateur Roller Skating Association.

Will Rawson Series Lead to Expensive Experiment? - Seff

CINCINNATI, Sept. 3. — "I am quite concerned as to whether the recent series of articles by Perry B. Rawson may not lead to another expensive experiment," writes C. V. (Cap) Sefferino, manager of Skateland, Denver.

"Actually, Rawson is aware that a flexible roller skate exists—one that has passed his laboratory tests with a 100 per cent rating as to flexibility and performance. Rawson is also aware that it has proven his point in three localities. It certainly appears to me that my good friend, Rawson, in his anxiety to prove his contention of the need of a flexible, has gone completely over to compromise.

"Regardless of what he has stated in the series, I know he is aware that I can convert any modern make of skate to a greater degree of flexibility in about three minutes with a minor change in construction, for we have talked this over at considerable length, and the answer is not sawing off king pins and enlarging holes in the trucks to allow greater range of movement.

"I am in no position to dictate to Perry, but for myself, I much prefer to hold the line rather than to settle for a half-way job."

Members of Roller Dome Skating Club of Chicago made a bus trip August 31 to Roll-Aire Rink, a combination summer-winter skatery at Harvey, Ill., reports Joseph Wolak.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884

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The Best Skate Today

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THE PLASTIC RINK SURFACE

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Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold-plated caps. Attractively boxed.

SPECIAL PRICE

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Sample Set, \$1.00



These Pens Sell Like Wildfire!

Combination ball pen and lighter.

35c Ea. Two-color pen writes in red and blue.

25c Ea. Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

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SPARE OR FULL TIME

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Lay this colorful giant size mat on the door step and pick up \$1.95 cash deposit for yourself. We deliver and collect balance. No competition—fast seller. Any name to 12 letters—Red, Blue, Green, Black—2 1/4 ft. long by 1 1/2 ft. wide—7000 live rubber fingers. HAVE YOUR OWN BUSINESS NOW—No investment, no stock no deliveries. BIG PROFITS! FAST CASH! YOUR SAMPLE MAT & SALES BOOK—Only \$3.00

Send name, state color wanted, enclose \$1—pay postman \$2 on delivery plus postage and C. O. D. Make BIG CASH MONEY first day. MONEY BACK GUARANTEE—ACT NOW!

Imported Swiss Stop CHRONOGRAPH with 2 Push Buttons



100 In Lots of \$3.85
Watch Only
In Lots of 6, \$3.95

SAMPLES, \$5.45. Plastic Band, 10c Extra. Tells Time. Stop Watch Measures SPEED, Measures DISTANCE. "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events. PLUS 8 BIG FEATURES

DANGLE EARRINGS
Genuine Hand-Made Rolled Gold & Sparklers
Retail for \$2.98
Dozen 12 Styles
\$7.20

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FOR THE FOLLOWING WEEK'S ISSUE
To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office. 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1949 catalog free. Kleinman, 5146 Strohm Ave., North Hollywood, Calif. oc22

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B S. Homan, Chicago 23.

"HOLLYWOOD GAG-LETTER" — OVER 50 gags monthly; six month subscription, \$1. Edmund Bodlais, 4433 Lockwood, Hollywood 28, Calif. se10

"LET GEORGE DO IT"—SUPPLY YOU WITH surefire original Jokes, Wisecracks, Anecdotes; send for your copy today, \$1. George A. Stock, McHenry, Ill. se17

MUSIC PRINTED — 200 PROFESSIONAL copies, \$20; 1,000 copies in color, \$70; recordings made. Urab BB, 245 W. 34th St., New York. Stamp (booklet). ocl

QUIET! M. C. AT WORK! — GAG-NATIONAL new booklet for M.C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$2. "Keys To Comedy," Box 1225, Hollywood, Calif. se10

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY—Italian Sea Coral Jewelry, Italian Inlaid Mosaic Jewelry, Florentine Novelty Spoons from Italy; Tropical Souvenirs, Novelties. Joseph Fleischman, 1535 Broadway, Tampa, Fla. ocl

AGENTS — NATURE'S SKIN CREAM, FAST repeat seller; beautifies and heals the skin, with fruit juices, pure olive oil. Ingredients: gives amazing results, brings repeat orders; sample jar, with agents price, \$1 postpaid; refunded with first order. Nature's Products, 370 Beach St., West Haven 16, Conn. (Dept. BB).

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes Christmas cards; also 50 and 25 for \$1; with or without name; free samples; other boxes on approval, including entirely new, different deluxe assortment with feature television card; cute plastic assortments; write today; it costs nothing to try. Cheerful Card Co., 861 White Plains, N. Y. se24

BIG EXTRA INCOME! — SELL FRIENDS NYLON Hosiery, Lingerie, Blouses; values supreme; free sample displays; Christmas, everyday Greeting Cards, Gift Wraps; Christmas samples on approval; special outfit offers. Wear Wright, 1709 Arch St., Dept. B, Philadelphia, Pa.

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 218-F Investment Bldg., Pittsburgh 22, Pa. ocl

DEMONSTRATORS, PROMOTERS, DISTRIBUTORS close out, far below Mfg. cost; 2,000 cases Resilver, liquid polish actually resolvers with pure sterling silver; fast demonstrator at 45¢; sells through retail stores, service stations, etc.; \$1.36 case, 24 bottles; send \$2 for sample case postpaid and full information. J. Reynolds, 671 Emerson, Detroit, Mich.

DISTRIBUTORS, WAGON JOBBERS—WE ARE manufacturing a line of balloon novelties, paper hats, horns, paper novelties, prize package displays, jokers items. Eagle Specialty Co., Akron 14, O. se17

DON'T MISS IT! "GIRL'S LEGS," A RED HOT pocket novelty that gets the dough; sample dozen, 50¢, plus wholesale prices. Jack Blades, Box 944, Altoona 5, Pa. se10

EARN \$20 DAILY, SPARE TIME—A \$10 investment puts you in dignified business selling \$20 specialty to taverns, clubs, etc.; 50% profit for you; permanent agency for those who qualify; must be reliable, serious of intent and well regarded; write for particulars stating experiences, territory to cover, give references; replies held in strict confidence. Stanley Manufacturing Co., Box 286, Penns Grove, N. J. se17

EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen; Decalcomania Name Plates in small quantities; great demand; also make money with our line of Automatic Initials and Sign Letters; free samples. "Ralco," XL-Roxbury, Boston 19, Mass. np

FREE FOLIO — WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, Formulas. Kolamite Co., A. Box 572, Dayton 1, Ohio. se17

FULL FASHIONED, DEPENDABLE NYLONS—Our select grade, \$5.50 per dozen, No. 2's \$3.50, No. 3's \$1.25 per dozen; sample order sent parcel post prepaid for \$4, consisting of 12 pair No. 2's, 3 pair No. 2's and 3 pair No. 1's; your money refunded if not satisfied. Lookout Hosiery Co., P. O. Box 1221, Chattanooga, Tenn.

FULL FASHION NYLONS YOU CAN DEPEND ON; our select grade "Clear Sheer," \$6 per dozen; No. 2's, \$3.50; No. 3's, \$1.50 per dozen; sample order sent parcel post prepaid, \$4 when cash accompanies order, consisting of 12 pair of No. 3's, 3 pair of No. 2's and 3 pair of "Clear Sheer"; if ordering C. O. D., please send one-third cash with order; your money refunded if not entirely satisfied. Hutchinson Hosiery Co., P. O. Box 1514, Chattanooga, Tenn.

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Wigs, Supplies; buying direct from Indians; prices reasonable; free price list. Pawnee Bill's Indian Trading Post, Box 35B, Pawnee, Okla. se24

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 855 W. Jackson, Chicago 6. se24

MAKE MONEY, FULL OR SPARE TIME, selling men's better made Ties; our beautiful patterns sell on sight; with our unique plan you can't miss; free particulars. MacArthur Neckwear, 175 Fifth Ave., New York 10, Dept. B.

MAKE MONEY EASILY—NEW SPARE TIME plan; up to 100% profit; no experience; show unusual Christmas, everyday Card assortments, Plastics, Glean and Glo, Kiddies Cards, Wrappings; attractive Gift Items; bonus; special offers; send today for free samples, 30 different Christmas Cards with name; 50 for \$1 up. Stationery, Coasters, Thomas Terry Studios, 101 Union Ave., Westfield, Mass. se24

MAKE QUICK MONEY BEFORE CHRISTMAS—New low price on our fast moving Fountain Pens that sell; send \$1 for 2 samples or write for free details. H. Daniels Co., 920 Wilson, Chicago.

MAKE RHINESTONE JEWELRY—COMPLETE assortment Pins, Pearls, Findings, Rhinestones; free catalog. Wrights, Box 104-B, Erie, Penna. se17

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NEW "SPONGE" DISH CLOTH—REPLACES messy dishrags; banishes dishwashing drudgery; lightning seller; samples sent on trial. Kristee 134, Akron, O.

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SENSATIONAL NEW \$1 XMAS ITEM!!!—WILL sell millions! Card, Specialty, Agents, Jobbers, rush \$1 for sample, particulars; some state, city franchises open; Hurry! This is Hot!! Kris Kringle Gift Hunt, P. O. Box 375, Hollywood, Calif. ocl

SHINE SHOES WITHOUT "POLISH"—NEW invention; lightning seller; shoes gleam like mirror; samples sent on trial. Kristee 133, Akron, O.

STATE RIGHT \$20 PER MONTH ON SIMPLE efficient Cooker and Heater; nothing like it. D. D. Roberts, 1104 S. Patterson St., Valdosta, Ga. se17

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- Sun Glasses Gro. \$.30
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Bik., Brown & White Shoe Laces . . 1.15
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14 1/2" Paper Parasols Doz. Gro. \$.80 \$ 9.00
Plastic Parasol75 30.00
6 In. Fur Monks75 8.50
Large Fur Monks 1.55 18.00
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Dangling Skeleton40 4.50
Rubber Lizard 3.50
Rubber Rat40 9.00
Rubber Knife40 4.75
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Bazookas80 9.00
Straw Horse and Rider 2.95 23.00

- GLASSWARE SECONDS
6 Oz. Decorated Tumblers \$5.76
9 Oz. Decorated Tumblers 5.76
12 Oz. Decorated Tumblers 6.48
18 Oz. Decorated Tumblers 7.92
8 Oz. Plain Tumblers 4.80
12 Oz. Plain Tumblers 5.40
All tumblers packed 72 to case (no less sold).

- MECHANICAL TOYS
Crawling Turtle Doz. Gro. \$3.15 \$36.00
Robot Man80 55.50
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Dart Balloons, Gro. \$.72
10 Gro. 7.00
100 Gro. 65.00
French Weighted Darts Doz. Gro. \$.90 \$ 9.60
Worth Base Balls 2.00
Case (15 Doz.) \$27.75
Worth Latex Balls 3.25
Case (15 Doz.)

THESE PRICES DO NOT INCLUDE TRANSPORTATION. REMIND US TO INCLUDE NEW CATALOG WITH YOUR ORDER. 25% DEPOSIT MUST ACCOMPANY C. O. D. ORDERS. Distributors of Oak Balloons KIPP BROTHERS Wholesalers since 1880 240-242 S. Meridian St. Indianapolis 4, Ind.

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- Assorted Novelties of all kinds.
5c Items \$ 4.50 Gr.
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SLUM GIVEAWAYS ALL USABLE ITEMS TOYS — GIFTS NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS Some items retail up to 25c ea. 3000 PCS \$25.00 LOT Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D. MDSE. DISTRIBUTING CO. 19 E. 16th St. NEW YORK 3, N. Y.

NATIONALLY ADVERTISED COSTUME JEWELRY NOW ONLY \$6.50 per dozen boxed Direct from Manufacturer 25% deposit with order Balance C.O.D. Jaybee Plating Co. 174 Eldridge St. New York 2, N. Y.

(Continued on page 82)

HOT LIPS—Automatic Electric Cigarette Lighter. Complete with cord. Pick it up, "PRESTO" it lights. Set it down, it's OUT. All metal. Hand cast. Beautiful ceramic colors. Individually boxed. BRAND NEW ITEM. \$38.00 dozen. Samples \$3.00 each.

HULA LAMP—Height 26 1/2", shade 16" wide. Short grass skirt. Press button and girl does a Hawaiian dance continuously. Her skirt wiggles like a rattlesnake. VERY HOT ITEM—Price each \$15.00, individually boxed.

HORSE LAMP—8 1/2" Western Horse with removable saddle mounted on copper base. Hand turned copper shade. \$4.50 each; \$4.25 each in lots of 4.

THE FARMER'S DAUGHTER—Genuine photos in action—Hot Item—\$2.25 doz.; \$12.00 6 doz.; \$20.00 gross. 3 samples \$1.00.

BRIDE & GROOM—Novelty of the Year—\$8.20 doz.; \$16.00 2 doz.; sample \$1.00.

KILROY NOVELTY DRINKING GLASSES—12 different photos to set—\$3.75 set.

SPURTING RINGS—\$1.25 doz.; \$8.00 6 doz.; \$11.00 gross.

BRUSSELS BOY ASH TRAY—\$5.00 doz.; \$14.00 3 doz.; \$45.00 gross. Sample \$1.00.

RUBBER NUDE DOLL—7 1/2 inches tall—\$13.00 doz.; sample \$1.50.

TESS THE TEASE—Best of the Strip Cards—\$1.00 doz.; \$8.00 gross; 5 gross \$36.00.

SWEET ADALINE—New Deluxe Folder—\$1.00 doz.; \$8.00 gross; 5 gross \$36.00.

NAUGHTY MARY-ETTA—Novelty Strip Card—\$1.00 doz.; \$8.00 gross.

OLD FASHIONED HALF POTTIE—NEW—\$1.80 doz.; \$5.00 3 doz.; \$18.00 gross. 4 samples \$1.00.

SHMOO BANKS—\$3.50 doz.; \$12.00 4 doz.; \$33.00 gross (retails 59¢); 2 samples \$1.00.

PARISIAN SCARF DANCE—Hot Number—\$3.00 doz.; \$10.00 3 doz.; \$36.00 gross; 2 samples \$1.00.

PEE WEE VIEWERS—\$4.80 doz.; \$14.00 3 doz.; \$54.00 gross; 2 samples \$1.00.

ELECTRIC BOW TIES—\$9.50 doz.; \$19.00 3 doz.; \$36.00 6 doz.; sample \$1.00.

LORD'S PRAYER THROUGH TELESCOPE—Aluminum die cast—2 doz. on display card \$7.20; 2 samples \$1.00.

RUBBER LIZARD—Best Grade—\$4.00 doz.; \$15.50 4 doz.; \$42.00 gross; 2 samples \$1.00.

MINI MOVIES—Action Pocket Size Booklet—\$4.20 doz.; \$12.00 3 doz.; \$38.00 gross; 3 different samples \$1.00.

ESKY ASH TRAYS—\$6.50 doz.; \$19.00 3 doz.; \$35.00 6 doz.; sample \$1.00.

NEW ESKY COIN—\$1.00 doz.; \$6.00 per 100; \$25.00 per 500; 3 samples 50¢.

QT VUES—12 photos on new coin size pocket key chain novelty—\$3.00 doz.; minimum 2 doz.; \$15.00 6 doz.; 2 samples \$1.00.

PIC-TEASE—HORSE RACE CARDS—NU-D's—\$1.00 retailers—fast sellers—\$5.40 doz.; \$15.00 3 doz.; \$25.00 6 doz.; \$48.00 gross; samples \$1.00 each.

25% deposit on C.O.D. orders. Minimum order accepted \$10.00. Prices F.O.B. Pittsburgh, Pa. Orders filled immediately. Free catalog. 5% CASH DISCOUNT IF ORDER TOTALS \$50.00 OR MORE.

S. R. CANTERMAN
1115 Oglethorpe St. Pittsburgh 1, Pa.



26 inch WHIRLING BATON

It's New
it's sensational

EVERY KID CAN BE AN EXPERT BATON TWIRLER

Just A Twist Of The Wrist
And It SPINS

Red-White & Blue : \$15.00
Silver Tinsel Head : \$15.00
Gold Cord w. Tassels : \$15.00 Gross

2/3 DEPOSIT-BALANCE COD.

Chas. Demee Mfg. Co.
108-116 E. WALNUT ST.
MILWAUKEE 12, WIS.

ENGRAVERS
WITH IT SINCE 1907
Originators of the All-Aluminum Idents.
MEN'S IDENT'S—LADIES' IDENT'S
DOUBLE HEART IDENT'S
(All Aluminum)
\$14.40 GROSS
Men's Massive Large Aluminum Idents.
\$2.00 DOZ.

DAY AND NIGHT SERVICE
Phone E505 5-6512

MILLER CREATIONS
6628 Kenwood Ave. Chicago 37, Ill.

NU-NAK NOVELTIES
Varick St., Air Base,
Utica, N. Y. Waycross, Ga.

PLASTER
You have tried the best,
Now get the FINEST

AGENTS & DISTRIBUTORS

(Continued from page)

WANT SOME MONEY QUICK—CALIFORNIA
Perfume Beads sell on sight; jobbers prices; particulars free. Mission, 2326BB W. Pico, Los Angeles 6, Calif. se24

WINNING LINE, GREETING CARDS FOR '49;
tip-top profits, big variety boxes; write today for details, sample offer. Charles Ufert, 15 E. 17th St., New York 3. se24

YOUR OWN BUSINESS—OVERCOATS, 50¢;
Mackinaws, 34¢; Shoes, 12 1/2¢; Ladies' Coats, 34¢; Dresses, 10¢; enormous profits; catalog free. Moro, 558-C Roosevelt, Chicago 7. np

ANIMALS, BIRDS, PETS

ACTIVE HEALTHY LARGE BLACK DRAGONS,
\$4 each, two for \$7.50. Reptile Gardens, El Paso, Tex. se24

AFRICAN LION CUBS, BEAR CUBS, RINGTAIL MONKEYS, JAVA MONKEYS, CAPUCHIN MONKEYS, MOSS MONKEYS, KINKAJOU, SPIDER MONKEYS, DEODORIZED SKUNKS, GROUND HOGS; new shipment large Pythons; Snake Dens, \$25, \$35; send for new list. Chase Wild Animal Farm, Egypt, Mass. se17

CHIMPANZEES—ALL SIZES, MALES AND FEMALES, \$500 up. Trefflich, New York.

HEALTHY SNAKES, ALL KINDS; ALSO ALLIGATORS, BOAS, HORNEB TOADS, ARMADILLOS, GILA MONSTERS, TORTOISES, TERRAPINS, WILD CATS, BADGERS, RACCOONS, HAWKS, FALCONS, PEAFOWL, SQUIRRELS, RATS, MICE, GIANT JUNGLE RATS, DEODORIZED SKUNKS, PUMAS, MONKEYS, GUINEA PIGS, MONITORS; forty years shipping experience; always under the same name. Phone 141, Otto Martin Locke, New Braunfels, Tex. oc1

HIMALYAN BEARS—YOUNG; \$125 EACH. Trefflich, New York.

KANGAROOS—RED, GRAY; IDEAL FOR BOXING ACT; full grown, perfect specimens, \$300 each. Trefflich, 228 Fulton St., New York.

MANDRILLS—YOUNG, OUT OF COLOR, PERFECT specimens, \$100 each. Trefflich's, New York.

MONKEYS—WHITE FACE RINGTAILS, \$40 ea.; Spider Monkeys, \$35 ea.; Squirrel Monkeys, \$45 ea.; Pigtail Monkeys, \$75 ea.; Cherry Ear Mangabey Monkeys, \$75 ea.; African Green Monkeys, \$25 ea.; Spot Nose Monkeys, \$65 ea.; Mona Monkeys, \$35 ea.; Moustache Monkeys, \$75 ea.; Java Monkeys, \$25 ea.; Military Monkeys, \$150 pair; Slender Loria, \$150 pair; Bonnet Monkeys, \$40 ea. Trefflich's, 228 Fulton St., New York.

MOTHER AND BABY JAVA MONKEYS—Combinations, \$75. Trefflich, 228 Fulton St., New York.

ONE FEROCIOUS LOOKING DRILL—FULL grown, weighs about 75 pounds, \$150; wonderful Side Show attraction. Trefflich's, New York.

ONE TAMANDUA ANT EATER—GOOD FOR What It Show. Trefflich, New York.

ONE PAIR TAME FULL GROWN HUNTING CHEETAHS; can be led through the streets on a collar and leash, they are very tame and really beautiful specimens; \$1,000 each. Trefflich's, New York.

PYTHONS—REGALS, ROCK BLACK AND light and reticulated up to 13 ft.; prices on request; Boa Constrictors, 5 ft., \$25 each. Trefflich's, 228 Fulton St., New York.

PREGNANT JAVA MONKEYS, \$75 EACH— Trefflich, 228 Fulton St., New York.

PUMAS—THREE ANIMALS; TWO HAVE slight tips off tails, one has slight tip off ears; sacrifice \$50 each. Trefflich's, New York.

RHESUS BABY MONKEYS—DANDIES, FIRST class stock, \$25 each. Terms: Cash with order or half cash, balance C.O.D. Don Compton, Box 93, Mt. Vernon, Ill.

SACRIFICE—TWELVE MONKEYS, TWO Mothers with small nursing babies. Ringtails, Java Rhesus, sell all or singles, \$450 for all. G. S. Eagleson, Allendale, S. C.

SIAMESE PORCUPINES—LARGE, WELL bristled animals, \$50 ea.; Malayan Tricolored Squirrels, \$75 pair; Monitor Lizards, \$250 pair. Trefflich, 228 Fulton St., New York.

SYRIAN GOLDEN HAMSTERS—HAND TAME Pets, September Special, one pair, \$3; two pairs, \$5; dozen, \$12; special cage, \$1.50. Arthur Came, Dover, N. H.

SYRIAN GOLDEN HAMSTERS—\$3 PR.; \$15 dozen; Hamster Book, \$1.50. Rothrock's Hamstery, 308 Owen, Mt. Vernon, Ind.

2 BEAR CUBS ABOUT 6 MOS. OLD FOR SALE—Canadian Black, \$35 each, F. O. B. Syracuse, N. Y.; 1 large African Green Monkey, male, 5-8 yrs., \$20. Fred W. Searle, Suburban Park, Manlius, N. Y. se17

BUSINESS OPPORTUNITIES

AMUSEMENT OPPORTUNITY DE LUXE—Should take in \$2 per hour per unit, costing \$25 each; can build your own; 10 units make good start; add more as wanted; space per unit 10'x20' approx.; \$100 gives details, pay bal. \$900 out of earnings. Write A. J. Robinson, Box 252, Encanto Sta., San Diego 14, Calif.

ANALYZE HANDWRITING FOR PROFIT—Complete outfit, \$1; profits, \$30-\$35 daily; extra charts, \$7.50 1,000. Graphologers, POB-971, Philadelphia. oc1

BE A NOVELTY MANUFACTURER—FAS-cinating, interesting work; exceptional profits; no expensive equipment needed; quickly learned; used garage or basement; successful manufacturer shows how, orders waiting. Plastercraft Art Products, 711 Laguna, San Francisco, Calif. se10

ELI BRIDGE CO. FERRIS WHEEL 38—Wheel now in operation at Crystal Lake Park, Marion, Ohio; in excellent condition, new cables, platforms, etc.; very portable; \$1905, less motor; also nine Wurrlitzer 14' Skeer Ball Alleys, \$750. Phone 82918, Marion, Ohio.

FREE FOLIO—WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, Formulas. Kojamite Co., Box 572 E. Dayton, Ohio. se17

GETTING ORDERS BY MAIL EASY IF YOU know how; revealing booklet free. Howard House, Melrose 916, Massachusetts. oc1

I MAKE BIG MONEY IN THE MAIL ORDER business; you can do the same at home with copyrighted system; write me, I'll tell you how. F. Little, R.D. #1, Glenshaw, Penna. oc1

MAIL ORDER BEGINNERS—START SMALL, grow big; free details. Rowland T. Plain, 1 Laurel Ave., Binghamton, N. Y.

MAKE "MAGIC MIRRORS" FROM ANY DOOR or window glass, you can see out, no one can see in! Complete instructions in booklet form, 8 1/2"x11, \$1. Daugherty, 255 Washington, Philadelphia, Pa. N. J. se10

MOBILE CANTEN UNIT, FORD CUSTOM built, one year old, white, excellent condition, brand new equipment for eats and drinks; refrigerated; very reasonable. Thomas Navin, 111 Retreat Ave., Hartford, Conn., Phone 46134D.

PARTNERS—THEATRICAL PROMOTION AND Production Business in Chicago, no investment; share cost; part time enterprise. Write Mampa, 818 Dakin, Chicago, Ill.

POP CORN VENDING OPERATORS, DISTRIBUTORS; specialists in Free Pop Corn; write or wire for prices; we ship everywhere. (National Pop Corn Co., 107 Commonwealth Ave., Buffalo 15, N. Y.

SUMMER BUSINESS, SOUTH BEACH, STATEN Island, N. Y., combination Refreshment Stand, Bar, Restaurant and Pizzeria; established 12 years; good lease; wonderful opportunity; illness reason for selling. Box 450, Billboard, NYC.

TESTED MONEY-MAKERS—68 PAGE BOOK, 25 cents postpaid; Ideas, Plans, Formulas, supply sources; money back if dissatisfied. L. B. Clay, Box 1063, Wichita, Kan. se10

UNTOUCHED FIELD—QUICK MONEY IN small town promotions; free details. Agency, 204-6 Danfill Bldg. Paragould, Ark. se10

WITHOUT CAPITAL—OPERATE GENERAL Merchandise Store; sell everything; complete detailed plan. 50¢. Agency, 204 Danfill Bldg., Paragould 3, Ark. se10

YOUR 24-WORD ADV. PLACED IN 40 weekly newspapers, \$3.50. Fennebaker Advertising, Box 141, San Marcos, Tex.

250 WEEK REPORTED! ILLUSTRATED BOOK "505 Odd Successful Enterprises" free; work home; expect something odd. Pacific 1, Ocean-side, Calif.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 93 in this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWNS' AND BURLESK COMICS' PROPS, Wigs, Accessories; free list assortments, \$5. "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. oc1

NEW RED BAND COATS, \$5 EACH; ALSO white summer Formal Coats with shawl collars, \$5 each; also two small, flat, packing Trunks, manufacturer Taylor Trunk, \$15 each. Lesser, Paw Paw, Mich.

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W 18th St., New York 11, N. Y. oc22

150 DROP CURTAINS AND DRAPES DIRECT from the stock of Lester, Ltd.; must see to appreciate; list sent on request. The Costume Mart, 67 E. Lake St., Chicago, Illinois. Open Tues., Wed., Fri., Sat. noon till 3 p.m.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S Halsted, Chicago, Ill. oc15

BENSON STREET TINTYPE CAMERA OUT-fit complete with Frames, etc.; price reasonable for quick sale. George McGibbon, Policy Road, Salem, N. H.

CRETORS, STAR, LONG-EAKINS POPPERS, peanut roasters, geared kettles, copper carmel, candy kettles. Gasoline, bottled gas equipment. Northside Co., Indianola, Iowa oc8

FOR SALE—5 BOX BALL BOWLING ALLEYS, \$75 each. R. M. Every, Clarkdale, Mich. se10

TWO SIMPLEX SOUND PROJECTORS; 3 S-uperior Sound Projectors, with all equipment; also 35MM. Sound Features. A. Kollmar, 354 Dewey Ave., Buffalo, N. Y. se24

FOR SALE—SECOND-HAND SHOW PROPERTY

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 18 and 35mm.; Arca, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L, 603 W 52d St., New York 19. np, se24

"BELLY TANKS"—UNUSED; SIX, TEN OR twelve feet long; free details. Buck Auto Parts, Merced, Calif. oc1

BUS, 1934 WHITE—REQUEST PHOTO; ADVER-tised at \$400; make offer. Joseph Rappa, 218 Diamond St., Bethlehem, Pa.

COFFIN-TYPE BLADE BOX ILLUSION—14 wooden blades and pale through coffin holding girl; plans, instructions, and full-size pattern, \$5. Brill, 238-B North University, Peoria, Illinois.

DRIVE-IN THEATRE SPEAKERS, \$15 PER SET complete Drive-In Projection Equipment (sight) used, \$2,500; Projection Equipment for small theater, used, \$1,250; also new equipment at lowest prices; contact nearest office Theatre Suppliers Florence S. C. or Henderson, Ky. se24

ELI BRIDGE CO. FERRIS WHEEL 38—WHEEL now in operation at Crystal Lake Park, Marion, Ohio; in excellent condition, new cables, platform, etc.; very portable, \$1905, less motor; also nine Wurrlitzer 14' Skeer Ball Alleys, \$750. Phone 82918, Marion, Ohio.

FOR SALE—PINTO BROS. SAIL BOAT RIDE, good running condition, \$375; operating until Labor Day. Joe Mele, Hamilton Ave. & B'walk, Seaside Hts., New Jersey. Phone: Seaside Park 9-0026. se10

FOR SALE—9 MILLION CANDLEPOWER Sperry Searchlights, powered with 85-h.p. Hercules Motors and Westinghouse Generators mounted on trailers. Good condition. Zeb Mattox, Box 1245, Charlotte, N. C. se10

FOR SALE, CHEAP—ONE 20x30 TOP, SIDE-wall and Poles; 20x30 Top and Sidewall; 40x40 Top, Sidewall and Poles; also Bannerline for same; all replies per route. Walter Uphoff, c/o Raney United Shows.

No. 191-H MEN'S IMIT. HEMATITE Gold Flash Sides

\$3.25 per doz.
\$36.00 per gr.

No. 191-C MEN'S DOUBLE HEAD IMIT. CAMEO With Gold Flash Sides

\$3.50 per doz.
\$39.00 per gr.



We will include without additional charge an attractive cardboard tray with every order for one doz. 12 trays with cross rings.

Free Catalog. Minimum order, one dozen. Over 500 styles \$1.00 and up per doz. Send 15¢ with order, balance C.O.D.

STERLING JEWELERS
44 E. LONG ST. COLUMBUS 15, OHIO

SELL NYLONS GUARANTEED AGAINST RUNS!

AMAZING guarantee gives FREE Nylons if hose runs or snags! Impossible? It's true! Regardless of cause - whether fault of hose or wearer - Kendex nylons are replaced FREE if they run, snag or become unfit for wear within the guarantee period up to THREE MONTHS! Complete line of women's beautiful hosiery - all weights, sizes and lengths, including sheerest 1.5 denier 51 gauge. Not sold in stores. Nationally advertised in Life, Saturday Evening Post, Ladies Home Journal, McCall's and Women's Home Companion. Awarded Seal of Approval by Good Housekeeping magazine. Also complete line of men's fine hosiery guaranteed ONE FULL YEAR or replaced FREE! No money or experience needed to earn big, steady income writing orders in spare or full time. We deliver and collect. Advance cash plus huge bonus. Complete money-making sales outfit FREE and prepaid. No obligation. Nothing to pay now or later. Opportunity to have others sell for you. Rush your name and address on postcard and you'll be making money next week.

KENDEX COMPANY BABYLON, 97, N. Y.

Pacific Coast FOOTBALL BUTTONS

All Leading Colleges in Stock

\$2.00 Per Hundred
\$17.50 Per M

Postpaid (No COD's)

Theron Fox 1296 Yosemite Ave. San Jose 11, Calif.

ASTONISHING! NEW!!!

PHOTO-MAGIC COMIC CARTOON EVERYDAY GREETING CARDS

Only the printed greeting and "TEASER" wording are visible when cards are sent. Surprises come when person who receives it applies PHOTO-MAGIC tissue as instructed. Additional wording and appropriated Comic Cartoon applies invisibility; completing the message. Assortment of 12; more coming. Complete with PHOTO-MAGIC tissue are individual mailing envelope. Sample dozen Ass't \$1.00. Wholesale Jobbers write.

AMUSEMENT ASSOCIATES
466 Santa Clara Oakland, California

MAGIC LIGHT BULB

Sensational novelty that sells on sight. Although there are NO VISIBLE WREN, bulb mysteriously lights while held in your hand.

Sample, \$1.50.
Wholesale, \$7.90 per doz.
Remit Full Amount With Order and We Will Pay Postage.

DEALERS! Write for wholesale prices of FAST SELLING tricks and jokes. 152-B W. 42nd St. New York 18, N. Y.

FAST SELLING NOVELTIES

Send \$1 for samples of "FOUR ASHES" ash tray and "SINGLE ASH" ash tray, prepaid in U. S. A.

AL HAWKINS AND CO. Box 1285-N, Sioux City, 7, Iowa



BORDER NOVELTY CO.

Buy Direct & Save Plenty

PHOTOS AS FOLLOWS: ALL REAL SHOTS. 12 POSES TO A SET. 1 DOZEN ASST. SETS INCLUDES 144 POSES. ART-PIX PORTFOLIOS, MOSTLY NEW MODELS

STARLET PORTFOLIOS IN BOOK FORM ARTISTS & MODELS PHOTOS JERSEY BEAUTIES, REAL PHOTOS PARISIEN PHOTOS, FINEST MODELS

PRICES ON ABOVE PHOTOS AS FOLLOWS:

\$ 4.80 per dozen sets of photos
35.00 per 100 sets of photos
250.00 per 1000 sets of photos

Certified check with order.

Peak-A-Boo Photo Key Chains, Dz. \$ 1.00

Peak-A-Boos in 5 gr. lots 45.00

Bouncing Bird for Cars, Gr. \$18.00

Bouncing Bird for Bikes, Gr. 22.80

Comic Photo Key Chains for Mail-
ing with Card, brand new, Dz. \$ 1.50

Gross 15.00

KING TUT THE MUMMY, Gr. \$42.00

Four Nickels to Four Dimes Trick,
4 pieces, our own make. Gr. \$72.00

Balloons (new) Giant Size Ears, Gr. \$15.00

Auto Burglar Alarm (original), Gr. 15.00

Weaver, Stratford, Windsor Ball
Pens, Doz. 4.00

Electric Alarm Clocks, \$5.95 Re-
tail, Doz. 30.00

Rubber Alligators (large), Doz. 3.60

Silent Flame Lighters (gold), Doz. 18.00

Laced Wallets (new), Asst. Colors,
Doz. 9.00

Art Girl Pocket Mirrors, Gro. 10.80

Dolls of All Nations, Doz. 18.00

Queen Filigreed Pens or Lighter,
Doz. 4.00

\$3.00 Elec. Kitchen Clock, Doz. 27.00

3 Piece Cutlery Set, boxed, Doz. 12.00

5 Piece Cutlery Set, boxed, Doz. 24.00

Snappy Suzie (new), Gro. 18.00

Novelty Half Potty Key Chain,
Gro. 12.00

Novelty Half Potty, Large Bulk,
Gro. 18.00

Giant Blade Photo Knife, Dgz. 4.80

50% Deposit with orders, balance C. O. D.

BORDER NOVELTY CO.

5 W. Jefferson Ave. Detroit 26, Mich.

BENGOR'S NEW SENSATION!

BOUNCING BIRD



This item sells like
hotcakes! Each bird
with suction cup at-
tached. Large assort-
ment of colors. Best
made.

New Hot Specials!

CLICKER BIRD—That comical new
sensation. Doz. \$1.75; Gr. \$20.00

3 PC. GOLD PEN SET—\$4.95 tag,
Doz. 7.20

25% Deposit With C. O. D. Orders.

SEND FOR FREE NOVELTY CATALOG

BENGOR PRODUCTS CO.

119 5th Ave. N. Y. 3, N. Y.

Agents! Pitch Men!
They Grab It Out
of Your Hands!

Sold 3,900
in One Location!

Spectacular Sales Records
everywhere — in small
town and big city. \$1.50
seller pays up to 100%
profit. Any Pitch Man
who can hand out 100
a day nets \$75.00 a day
for himself. Agents do
rushing business in ma-
chine shops and stores.
Every home in the land
is a prospect. FREE!
Send no money—just a
penny postcard for Free
Demonstrator offer. Il-
lustrated Literature and
Complete Money-Making
Plan. No cost at any time.
For what I send you now. Rush name only to
JACK HOWARD, Sales Mgr.
PERFECTION PRODUCTS
1111 S. Washenaw, Dept. 8B, Chicago 12, Ill.



PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND
6 1/2 Envelopes, Hammermill Bond, four lines
copy, \$2 postpaid; samples. Dickover Printing,
5233 Cleveland, Kansas City 4, Mo. se24

BRIGHT GLOW COLOR POSTERS, CARD-
board or Cloth, outstanding. J. P. Burger,
1813 Columbus Rd., Cleveland 13, O. se24

BUSINESS CARDS, \$2.25 THOUSAND, 5 LINES;
3x6 Circulars, 150 word limit, 5000, \$7.50.
Wilson Printing, Montezuma, Ind. se17

OFFSET PRINTING—MODERN METHOD; NO
cuts needed; low prices, fast service; artwork
a specialty; samples free; write for literature.
Maurice Fischer, 711 So. Boulevard, NYC.

POSTERS FOR ALL OCCASIONS—MANY NEW
designs, 14x22 and 17x25 sizes, \$5 to \$10 per
100; bumper cards, all styles; write for illus-
trated folder, complete prices. Tribune Press,
Earl Park, Indiana.

PRINTED ENVELOPES, LETTERHEADS, BUSI-
ness Cards. Maloney Sales Co., 36 St. Paul,
Rochester, N. Y. ocl

PROFESSIONAL LETTERHEADS—125 SPECI-
ally designed, \$1.60; any copy; 2 colors;
prepared. Mail copy, remittance for quick serv-
ice. 100 business cards, 95¢. Frye Printing Co.,
Wood River, Illinois. Get our prices.

RUBBER STAMPS, 3 OR 4 LINE, \$1 POST-
paid; Pads 50c. Smallwood, 2715 Vine,
Cincinnati 19, O. se24

SELL YOUR ACT (OR SERVICE) WITH ART-
ist-designed, flashy postcards; send \$1; details
for Ideal Sketch and copy suggestions. Maurice
Fischer, 711 So. Boulevard, N. Y.

250 SHEETS, 250 ENVELOPES POPULAR EX-
ecutive size linen stationery, printed to your
order, \$2 postpaid. Stumpprint, South Whitley
11, Indiana. ocl

250 6 1/2 ENVELOPES AND 250 WHITEBOND
Letterheads, 8 1/2 x 11, 5 lines copy, \$3, post-
paid. Webster's Printshop, Farmland, Ind. se10

SALESMEN WANTED

A-1 MEN OVER 40—MAKE A FORTUNE; NO
investment; sell sales promotional advertising
to grocery stores and other retail businesses;
you collect \$22.50, you retain \$15; call-back
commission, \$5; extra bonuses, \$25 to \$100
monthly; over rides 50¢ to \$2 per account per
man; guaranteed yearly annuity of \$5 on every
active account you open; requirements, car, one
sale weekly; bondable, we pay bond. Coast to
Coast International Associates, 160 Chestnut St.,
Rochester 7, N. Y. (Mention Billboard) se24

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column.
No charge accounts

Forms Close Thursday for the Following Week's Issue

AERIALISTS, ACROBATS WANTED — GIRLS
capable working in first-class act; now work-
ing top bookings; winter season Europe; write or
wire. Seven Speeds, Box C-405, Billboard
Pub. Co., Cincinnati, O. se10

DRUMMER, PIANIST, ALTO, MODERN BAND,
others write, those doubling vocals; entertain-
ers preferred. Box 393, Sioux Falls, South
Dakota. Phone: 8-1295. se17

GIRL VOCALIST FOR COMMERCIAL ORK—
Free to travel; enclose photograph and
recording; immediate opening. Write Box 290,
Billboard, 188 W. Randolph, Chicago.

MALE AERIALIST—IMMEDIATELY FOR HIGH
act, long season, I have the best; state salary
and all details in first letter. Box C-436,
Billboard, Cincinnati, Ohio.

MUSICIANS — DRUMMER, STRING BASS,
Lead Trumpet, Girl Vocalist wanted for
newly organized band; salary, no layoffs. Box
C-424, The Billboard, Cincinnati, Ohio. se10

MUSICIANS, SEMI-NAME EXPERIENCE, TER-
ritory band, winter location; \$60 minimum;
send picture. Leader, Box C-435, Billboard,
Cincinnati, O. se17

OPENING FOR TENOR MAN, SALARY—
Ralph Rech, Glencoe, Minn. se10

PIANO MAN, BASS MAN DOUBLING WIND
immediately; state salary; others write. Carl
Colby, Alexandria, Minn. se17

SELL DUPONT NYLON UNIFORMS — COM-
plete lines famous exclusive Hoover Styled
Nylon Uniforms for beauty shops, nurses, doc-
tors, waitresses, others; best quality, splendid
values; exceptional income; real future; equip-
ment free; write fully. Hoover, Dept. A-108
New York 11, N. Y.

TWO EASY FAST SELLING SPECIALTY COMB
numbers; big profits; write for free literature
and no-risk offer. Better Products Co., Marion,
Ind. np

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS, THE
best, not the cheapest; no disappointments.
Nieman Studios, 1236 S. Halsted St., Chicago.
CA-6-2544. se10

TATTOOING SUPPLIES

GENUINE PELICAN—BLACK, REGULAR OR
concentrated; also other Pelican products at
distributors' prices. Needles, 12 sharps, fine
quality, \$5 per thousand. Joe Darpel, Hotel
Victoria, Norfolk, Va. ocl

TATTOOING MACHINES—DESIGNS, COLORS.
Needles, complete outfits; genuine German
Pelican Black Tattoo Ink; free catalog. Owen
Jensen, 120 W. 83d St., Los Angeles 3. ocl

WANTED TO BUY

LITTLE JACK PENNY COUNTER MACHINE
in good condition. Armstrong Lunch, 20
West Third St., Sioux City, Ia.

LOCOMOTIVE, 15" GAUGE STEAM; STATE
general dimensions, condition, age, price;
also want Cars. Thomsen, 199 Dolores St., San
Francisco.

VENTRILOQUIST'S DUMMY; STATE SIZE.
make, clothing and price. Marvin Kruth, 106
Gorland Ave., Syracuse, N. Y.

WANTED—WILL BUY OR PAY FOR SHORT
loan of Zit's Theatrical Newspapers dated
February-March, 1925; will appreciate any
information regarding existence of such back
numbers. Box A83, Billboard, 6000 Sunset,
Hollywood, 28, Calif. se17

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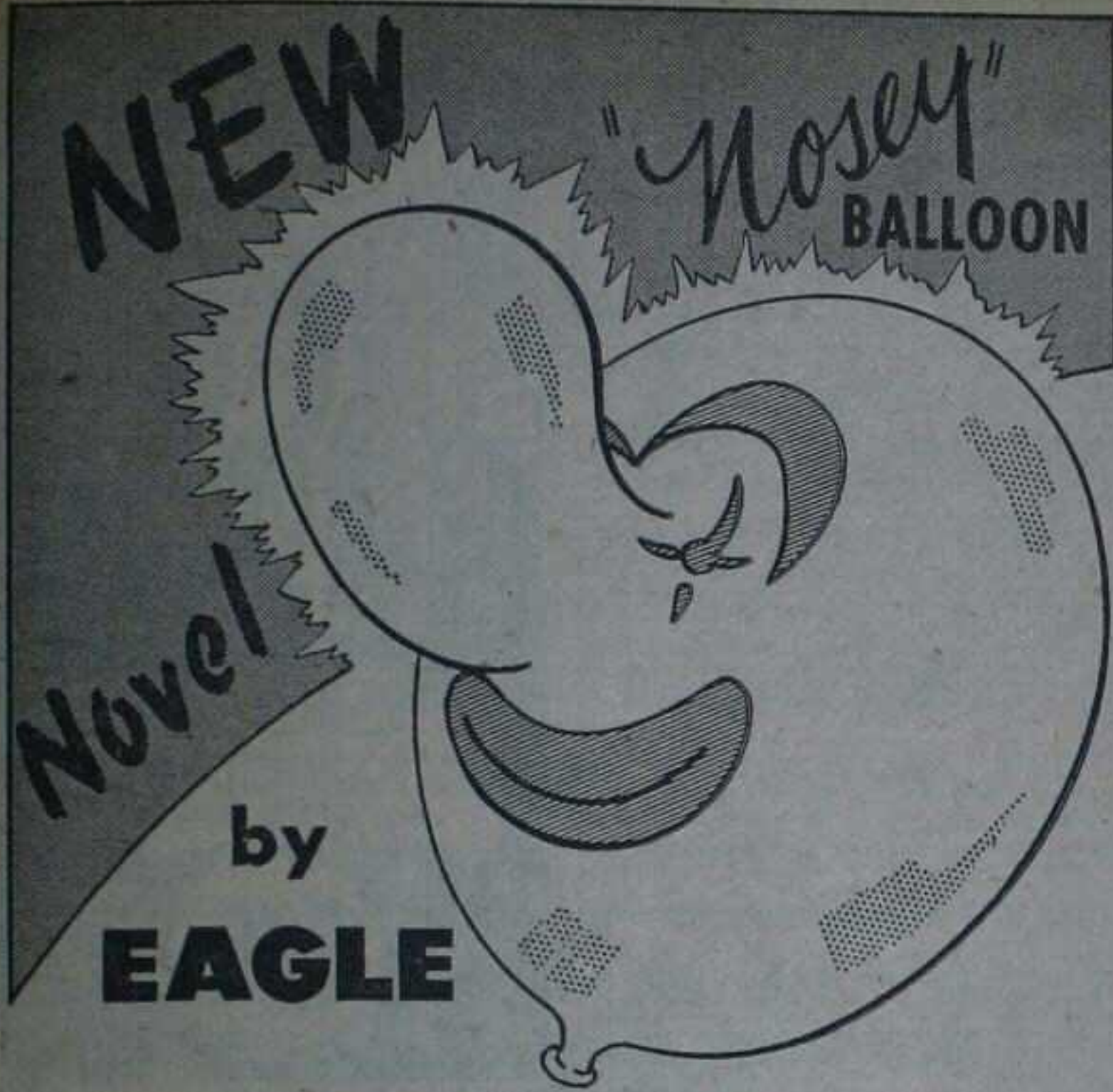
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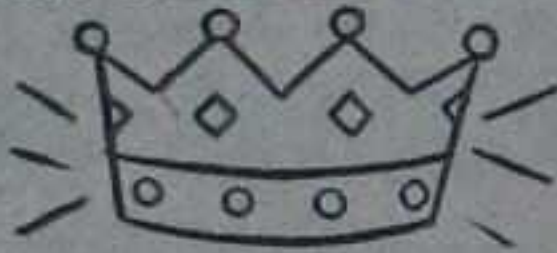
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9" high. Ivory or walnut plastic case with handcast metal horse.

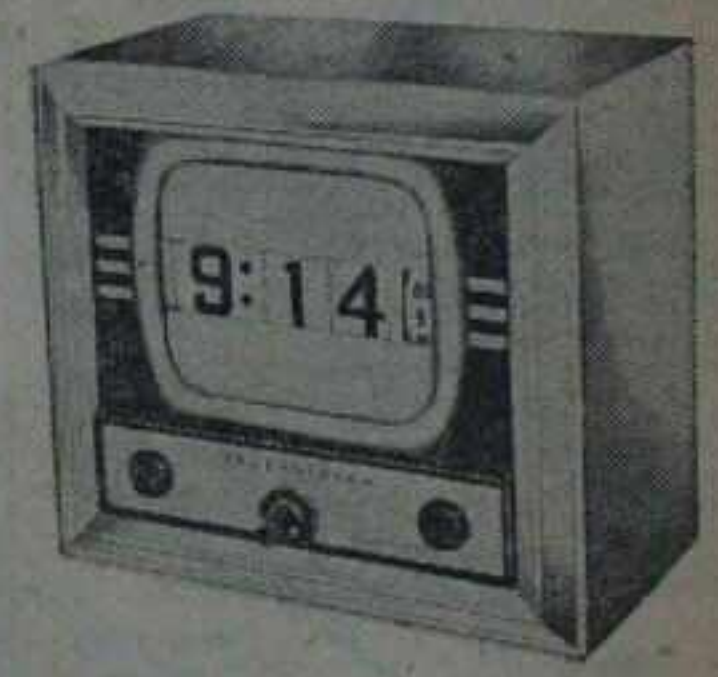


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CIRCUS AND CARNIVAL

AT LIBERTY—MAN BLACK OR TOBY, LADY Straights; change novelty acts for week, any type of show; what have you? Edw. Hunt, General Delivery, Waycross, Ga.

MISCELLANEOUS

FAT BOY AVAILABLE AFTER SEPT. 3; wire. C. W. Hicks, care World of Mirth Shows, Rutland, Vt.

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A-1 RINK ORGANIST—11 YEARS' EXPERI- ence country's finest rinks; available for year 'round operation; Eastern location only. Address Organist, 771 Sea St., Quincy, Mass.

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DRUMMER—30, EXPERIENCED BIG BANDS and combos; dependable, sober; good on shows; free to travel; commercial, jump or society band; available Sept. 15. Charles Dickert, 909 West 40 Terr., Kansas City, Mo.

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DRUMMER—22; MARRIED; RELIABLE; PRE- fer location, combo or otherwise; experienced; will go anywhere. Contact Milt Hetherington, 520 Hudson St., Eau Claire, Wis.

DRUMMER—EXPERIENCED HOTEL, CLUB, Shows, prefer Florida territory; also Girl Vocalist, has everything; cut or no notice. Wire, write Drummer, 1715 Reynolds, Brunswick, Ga. se17

DRUMMER-VOCALIST—25, BARITONE VOICE, large repertoire; will travel; but no one nighters; have car and house trailer; member Local 20, Denver. Tommy Murphy, South Main Cabins, Kalispell, Montana.

DRUMMER DESIRES CHANGE — EXPERI- enced; prefer location, small or large band; any style; car. Mari Shanahan, 335 W. St. Peter, New Iberia, La.

GIRL VOCALIST-DRUMMER—COUPLE DESIRE work with 4 beat commercial or jump band; both young, exp., sober and reliable; girl is attractive, sings fine ballads and jump; man doubles sax, 3rd alto, fourth tenor; no take off; also some arranging. Box CH-125, Billboard, Chicago, Ill.

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HAMMOND ORGANIST WITH HAMMOND— Double violin and accordion; prefer hotel, lounge or clubs in South; liberty Sept. 1. Alice Carny, 2512 Pleasant Ave. So., Minneapolis, Minn. se17

HAMMOND ORGANIST — ATTRACTIVE young lady; excellent musician for hotel, lounge; with or without organ. Serene Cole, 7100 South Shore Drive, Chicago 49, Ill. Apt. 402, Saginaw 1-2790. se17

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PIANO MAN AND DRUMMER — PREFER small combo; jump or commercial; together or single; also bass, doubling sax and vocals. Leader, Hotel Roosevelt, San Angelo, Tex.

TENOR SAX, CLARINET—YOUNG, EXTENSIVE commercial experience; shows; desire big band; \$70; transportation; union. Fred Robson, 77 Lexington Avenue, NYC.

TENOR SAX, CLARINET—AFTER SEPT. 5; experienced jazz and commercial; sober; neat appearance. Phone 4-8088, Lee Ubrich, 1324 Hubbard, Jacksonville, Fla.

TENOR SAXOPHONE AND CLARINET— Available immediately to reliable two beat tenor band. Musician, 211 East Weber Ave., Du Bois, Pa.

"THE NEW SOUND"—4 PIECE UNIT; BONGO, Bass Fiddle, Guitar, Piano; union. Herby Cohen, 2765 Mathews Ave., Bronx, New York.

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TRUMPET—21, NAME EXPERIENCE; SHOW, lead, section; read fast, big tone, good range; single, sober, reliable; available after September 9; will travel anywhere. Gus Beierwaltes, 358 College Ave., Staten Island 14, New York, N. Y. Telephone Gibraltar 2-6159-W.

VIOLINIST, FEMALE—CLASSICAL BACK- ground; also experienced with modern dance music; union; doubles on E flat alto sax; prefers society orchestra; Eastern coast; also capable stenographic, clerical work; state all details. Cecile A. Tryon, Keene Valley, N. Y.

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ACCOUNT OF POLIO HAVE HAD FAIRS canceled; some open time. Capt. Smiles O'Timmons and His Mammoth Balloons, Eaton, Ind. se24

AT LIBERTY—YOUNG LADY, SINGLE TRAP- eze, ladder, platform, rolling globe. E. R. Gray, 571 Sweetser Ave., Evansville, Ind. ocl

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3 FEARLESS STARS, WORLD'S HIGHEST Contortion Trapeze Act; gorgeous girls, beautiful costumes, flashy rigging. Southern Fairs contact Jerry D. Martin, Billboard, Cincinnati, Ohio. no5

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Ladies' Rhinestone Case Watch,
7-Jewel, \$9.95

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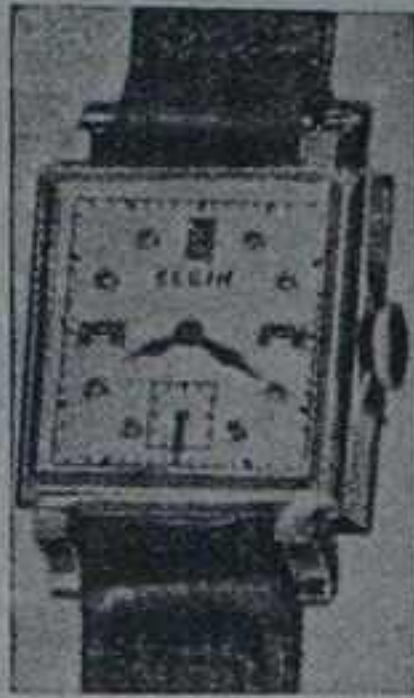
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- Winnie, Dave
- Winstan, Jimmie
- Winters, C. L.
- Wise, J. A.
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Opal Cluster Ring #220 1/30-14K. \$5.50 Dz.

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Fill Kickjacket with your favorite liquor (2 1/2 jiggers), then slip into any cigarette wrapper. Watch eyes pop when you pour one. A new, nifty 49er, headed for the ball game, club house, honky-tonk, nite club, fair, park, private party —most anywhere. \$1.00 brings 2 samples with prices. Jobbers—Dealers—Everybody write Kickjacket, Box 53 (11), Ravenswood, W. Va.

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CORRECTION!!
The Price of the
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1107 S. Halsted St., Chicago 7, Ill.
was incorrectly shown as \$4 Doz.
It Should Have Been:
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Our LOW PRICES assure you BIG PROFITS.
One-year guarantee. Shipped anywhere.
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Pipes for Pitchmen

By Bill Baker

Who said red ones were a dime a dozen?

PITCHFOLK LOOKING
for a good money spot should give consideration to the South Texas Home Show and Construction Exposition to be held in Corpus Christi October 29-November 6. With John W. Daly at the helm, the event is shaping up well and it looks as tho it should be a winner for anyone making it.

You can't expect to rest well if you continually lie down on a hard job.

Members of your tips don't warm up to a cold or dirty front.

SIGHTED WORKING
Chicago to big tips recently, according to Lila May Doran, were Betty Stanfield, pastry cloths; Valerie Rennie, with shampoo, and Ida Mae Green, with toasterette. "All seemed to be holding and turning good tips despite the warm weather," Lila May cards. "It was good to see that Rennie gal back with a big smile after her recent accident. Fall business in Chicago looks as tho it will come back with a flourish. Wonder how the Western fairs will be this year?"

You can't progress yourself if your make a practice of hindering others.

Pitchmen's many fault-finders should give a lot of thought to the fact that the pitchman always will manage to take care of himself.

"WITH SO MANY . . . Americans over here to act in Italian and United States-made movies, plus those studying singing and art, I opened a 15-room hotel here in Naples," letters Caterina De Franza, well known to Pitchdom.

Do business with a reliable firm and make sure you'll get what you order and that you'll get it on time.

HARRY MAIERS . . . returned to his home in Danville, Ky., last week following a trek thru Alabama. "Wonder what has become of W. P. Danker," Harry queries.

There's plenty of good territory to be played now. Do your lounging next winter.

Investments, particularly in work, are what pay off the biggest dividends.

HENRY H. VARNER . . . widely known in pitch circles, has become sales promotional manager for the Brier Hill Company, Akron.

You can let your friends know where you spent the summer thru the medium of the pipes column.

It's a grueling grind, but it gets the gelt."

RED HUTCHINSON . . . who went out this spring with the Funhouse on the Tinsley Shows, where he also was the org's mailman, has returned to his home in Lenoir, N. C., where he's been doing some week-end pitching. Red also plans to work the football games in that sector when the season gets under way.

Open weeks in trick territory often are difficult to fill.

ANYONE KNOWING . . . the whereabouts of Norman R. Dills, well known in pitch circles, is requested to have him contact his sister, Mrs. John Dougherty, at her home, 67 Atherton Avenue, Wyoming, Pa. She reports that their mother died recently and Dills is needed there to settle the parent's estate.

Dressing Room Gossip

Polack Bros. Western

Playing Vancouver, B. C., certainly brought back memories to the writer and wife. Many years ago we landed in Vancouver from Australia.

On the trip to Vancouver from Oroville, Calif., the trailer caravan came thru Portland, Ore. Stopping off in Portland to catch Cole Bros.' Circus were the Sidneys, Slivers and Jo Madison, George Paige, Mr. and Mrs. Bee Carsey, the Rose Gould Trio, Gus and Betty Bell, Mr. and Mrs. Ross Paul, Naida Roberta and son, Ray; George and Ruby Cutshall, Mr. and Mrs. Barton, Billy Griffin, Don Edwards and Chester Barnett.

Only mishap on the long trip to Vancouver happened to Eddie Ward. His trailer came unhooked from his car. There was no damage. Ross Paul was a busy man getting the train passengers, trailer folks and trucks across the border. Two of the Boginos couldn't make it so Gus and Betty Bell filled in the acrobatic numbers. Gus tumbled his head off and Betty didn't do badly either!

While the rest of the folks had a half-hour ride to and from the building, the Freemans were lucky. We had an apartment right across from the building, Chai and Somay, the Sherman brothers and Harry Dann had a big time in Chinatown trying out the Chinese cuisine.

Slivers Madison had a swell exhibit tent for his bulls. Don Carlos Carreon's horses and Alex Konyot's horse also were housed in a nifty tent. Frenchy Durant and his boys were kept busy keeping the kids and grownups away from the bulls and horses. Bobby Kellogg came up with a new wardrobe in Vancouver.

I think Vancouver was one of the nicest dates we've played. What a job Mickey Blue, our promoter, and his staff did!—**FREDDIE FREEMAN.**

Jay Gould

The first blanch of the season came in De Kalb, Ill. Poor advance flack and a lot more than two miles from town were the reasons. Mr. and Mrs. Herm Linden, Aurora, Ill., visited. Mr. and Mrs. Walter Guice, bar performers, and the Don McCulloughs, who promoted the Eagles Circus, visited us in Forrest, Ill.

Captain Hayes, who has the chimp act, flew to New York and brought back a new baby chimp.

Lou Stone, who will agent Jimmie Cole's indoor circus, conferred with Jimmie for a week.

The stand at 108th and Ewing Avenue, Chicago, under sponsorship of the East Side Lions' Club, was a big success. It was the first show on the East Side since 1912. Mac McClain, legal adjuster, visited every day during the East Side stand.—**DOROTHY H. COLE.**

Seal Bros.

Susan Anderson, daughter of Mr. and Mrs. Norman Anderson, celebrated her first birthday August 30.

Eddy Sheeler claims the gravity is so strong in the mountain country of Washington that it's almost impossible for him to do his balancing act.

Leon Snyder and Happy and Marie Loter purchased musical horns for their cars. Everyone is looking forward to the return of the Miller family when the fair dates are concluded. Zoza Coriell is doing three acts in the big show. Hartsel Wells has a trained rooster and works it in the clown numbers.

Mrs. Dorothy Anderson was on the sick list.

Visitors have included Mr. and Mrs. Harry K. Lewis and Mr. Horn.—**AL CONNER.**

**SALESMEN! DEALERS!
DISTRIBUTORS!
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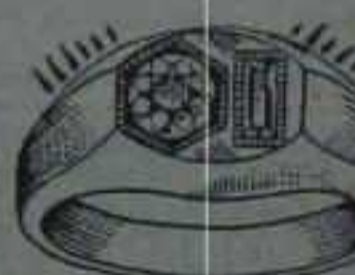
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Clyde Beatty

The mountain streams in Missouri received daily visits from fishermen Clyde Beatty, Johnny Cline and Scott and Ted DeWayne.

Willard Isley and Harry Smiley, of the Robbins' band, enjoyed themselves when we played near their old home town on two successive days. They reported the fried chicken was wonderful. During a stand in Nevada, Dutch and Rush Crawford, formerly known as the Crawford Comedians, visited Vic Robbins.

George Davis received word of the death of his sister-in-law, Gertrude Davis, in Sarasota, Fla.

Bruno Medini, Ernest Fey, Bozo, Oscar Jones, Raymond (Congo) Miles and Mitzie LaForm celebrated birthdays.

Tex Maynard is a new addition to the Wild West line-up. Bobbie DeWayne is now riding menage. Mark Anthony purchased some new horns for the clown band. In Joplin, Mo., Paul Van Pool was on the lot most of the day. Clyde and Harriet Beatty have a new convertible.

Around the lot: Charles Hilderra getting a hand with his magic. . . . Babara Barry sporting some pretty ensembles. . . . A. W. Kennard having a great time entertaining the kiddies. . . . Scranton Harry showing great improvement since his operation. . . . Don and Hope McClennan riding to the cookhouse on their scooter car.

Visitors: Charles Kisk Sr., Robert Woody, Rex Hoyt, Hedy Joe Starr, Bobbie Peck and Lloyd and Peggy Stoltz.—LAURENCE CROSS.

Dailey Bros.

Gee Gee Powell purchased two winter coats and Tiger Bill Snyder presented his wife with a Hudson Bay blanket and a Scotch shawl before we left Canada.

A unit, including Mrs. Rube Ray, dogs; Rube Ray, Pipo Rollon, Harold Conn and son Don, clowns; Sylva brothers, hand balancing; Hungry Dennis and George Williams, baby bulls, have been giving hospital performances.

When the lion jumped out of the back end of the cage as it was being pulled away from the arena, everyone became petrified. Tiger Bill Snyder threw his lariat around the animal's neck and prevented a panic. The lion was trussed and put back in the cage.

Jackson, official electrician for the dressing rooms, suffered a broken hand.

In one spot recently, the lot was so rocky the big top had to be guyed to the wagons which were placed in a circle surrounding the big top.

Harold Conn tried knitting for a clown gag. Now he has more respect for the women who are turning out socks and sweaters. George Scales, steam table man, was all smiles when he served pink salmon the other Friday.

Charlie Hill and Mercedes Daniels were married recently.

Birthdays: Mrs. Rube Ray, Christine Van and Manuel Barrata.—HAZEL KING.

Ringling-Barnum

The Western trip is underway and already we are feeling the chilly nights. Days, however, are perfect. We day and dated World of Today Shows at the fair in Sioux Falls, S. D. Everyone enjoyed the afternoon off in Cheyenne, Wyo.

Dr. and Mrs. Humphreys gave a party for Felix Adler in Sioux City, Ia. About 30 show people, along with circus fans, were present.

The Saro Circo Club had its monthly meeting after the night show in Grand Island, Neb. Liz Johnson won the radio.

Eddie Milam is working in the flying act. Justino Loyal showed his movies one night but had the worst kind of luck. Everything happened to hamper showing his Wallace Beery feature. Hilda Alzana was out of action for a week with a back injury.

Natalia Tock and Deloros Murphy celebrated birthdays.

Visitors: Sam Stern, Ed Raycraft and Colonel Asp.

Back yard scenes: Jackie Gerlick literally was burned at the stake by members of the flying act, headed by Jimmy Crocker. . . . Bill Warner soon will be known as the Nylon Kid.

. . . Red Sonnenberg did his best to get Ed Raycraft and Sam Stern to help him bear down, but it was no go. . . . With the army camp near the lot in Cheyenne, some of the boys reverted to form and started marching. Blocks was seen marching his ushers around the back yard. Everyone's getting ready for those excursion trips by bus with Larry at the wheel.—MARY JANE MILLER.

Cole Bros.

Hugh Ain't You, who runs a clown college at Jantzen Beach, Portland, Ore., joined clown alley for the Portland run. Virgil Bellfield, at one time with the Sells-Floto show, his wife and son, visited band members in Portland. Bellfield is now with the Holton factory in Elkhorn, Wis.

Swihart left the show in Portland and was replaced by Rea Williams. Almost everyone from the Polack show visited us in Portland, including Alex Konyot, the Goulds, Carseys, Billy Griffen, Don Edwards and the Chi and Somay troupe.

Mr. and Mrs. Eddy Maders marked their first wedding anniversary in Kennewick, Wash. Visitors in Bellingham and Seattle included Mr. and Mrs. Wallace and son, Douglas, and Harry Chipman.

On the lot—Lilly Konyot says Jinx Adams' spaghetti is out of this world.

. . . The kids go swimming every day on the lot now that Bruno Zaccini has a portable swimming pool.

. . . Germen Zaccini replaced her injured sister, Esterni, in the Repensky riding act. . . . China Doll has been added to the iron-jaw number.

. . . Lee Virtue made a jersey cowboy shirt for T. P. Louis. . . . Tex McGummary really knows his business when it comes to shoeing horses.—SALLIE MARLOWE.

Kelly-Miller

Everyone was glad to get out of North Dakota, with its tough roads and dust storms. Wisconsin is just the opposite, good roads and plenty of lakes and woods.

Kiddies ready for school are Karen Kay Miller, Benny and Jimmie Rossi and Ora-Jo and Lucille.

On Sundays we have only matinees, so everyone gets a chance to get caught up with laundry, the movies, etc.

W. A. Stevens not only is band leader but also handles the mail and acts as The Billboard sales agent. Wilfred Degrave keeps busy repairing car bodies and fenders. Dusty Wagner and H. B. Johnson, mechanics, keep all rolling stock in tip-top shape.

We day and dated the Dobson Shows. Visitors have included Bobby, Peggy and Ricky Ludes; Mrs. George Yench, Craig David Yench, Mr. and Mrs. Bob Ludes, Mr. and Mrs. H. R. Ludes, Mr. and Mrs. Elmer E. Putnam, Dr. and Mrs. Theron Nelson, Frank Kindler, Walter Jenner and Terrell Jacobs.—MAURICE-MARMOLEJO.

Robbins Bros.

It's nice to be back in the States, altho the 13 weeks in Canada were wonderful. The Nicklings, Canadian bar act, left to play fairs. We Sundayed in Dundas, Ont., and Mr. and Mrs. Don Clarke, of Hamilton, had all the performers at their home for dinner. Gladys Gillem was guest of honor at a party given by the women in the show.

Dave Deacon McIntosh and Kelly Pressler joined. Moose Moore was a recent visitor. Percy Clark celebrated his birthday.

Only Canadian to accompany us to the States was Bob McNay, clown. The Conleys purchased a horse in Canada. Flo McIntosh and Jerry Pressler and daughter are visiting.—JIM CONLEY.

Nellie, R-B Elephant Donated To Hub, Dies of Malnutrition

BOSTON, Sept. 3.—Nellie, former Ringling circus elephant, donated to the city by the Big Show management last May after much controversy, died at the Franklin Park Zoo here August 22. Cause of death was malnutrition, according to Park Commissioner John J. Murphy, who said the aging pachyderm had been in poor health for five years, was without teeth and unable to digest its food properly.

Mayor James M. Curley wrote to John Ringling North, Ringling prexy, notifying him of the death of Nellie and said: "No doubt your generosity will result in the donation of another elephant to the Franklin Park Zoo."

Three elephants remain at the zoo.

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SALESBOARD SIDELIGHTS

Gardner & Company, Chicago, reports a consistent upturn in business. Officials state the firm's extensive manufacturing facilities are being taxed to capacity, with every indication that this pleasant state of affairs will continue thruout the "punching" months ahead. Credit for the up in sales is attributed to the facts that all territories have now worked off the "dog days," saleswise; the hard work by Gardner salesmen, and the presentation of new numbers timed to today's market conditions. New boards being put out on a mass production basis, perfected during the summer season, will enable Gardner to absorb the increased business now being realized, company spokesmen state.

Irv Sax, sales manager for Consolidated-Container Corporation, St. Louis, has been traveling thruout the Northwest during the past month. Sax accompanied firm's Northwestern representative, **Irv Greenfield**, on the sales jaunt. Things are looking brighter after a rather slow summer, Irv Sax opines. He adds that he found time to go fishing with **Henry B. Berg** and his family in the Montana mountains. Berg is a Great Falls, Mont., operator.

Writing from Boise, Idaho, **Irv Sax** tells of the star equestrian in the Sax household. His 9½-year-old son, **Richard**, tied for first place recently in a race held during a St. Louis horse show. He completed with 19 adult riders. He took second place in the run-off to determine the winner. **Richard** has his own horse, Irv says.

Art Paule, A-P Distributing Company, St. Louis, continues to be effervescent over firm's new Super Lucky Bingo deal. Sales on the new item prove business is waiting in good measure for play-catching numbers, he vows. And with the introduction of a second new bingo deal shortly, Art looks for still greater business boom news.

Jerry Scanlan, at the helm of his Chicago board and counter game firm, turns in the report last week that **S. A. Sedlock & Company, Portland, Ore.**, has been named distributor for the entire Northwest area. Jerry adds that a new counter pellet game, a running mate for the successful Ball Game number, will be out within three weeks. Called **Black Beauty**, the new game will offer nickel, dime and quarter play.

H. M. Shoemaker, Muncie Novelty Company, Inc., Muncie, Ind., is predicting some big things for firm's new Tri-Vendor release. Game will be a top bidder in the ticket field and is designed to garner applause from player, location and operator levels, it's claimed. . . . Another firm with a new idea for introduction to the fall trade is **Crown Products, South Bend, Ind.** Firm's **Roy Galentine** declares that a new deal is forth-

coming shortly, and is aimed for the operator exclusively.

Set up in new headquarters, **Empire Press, Chicago**, is champing at the bit as it moves with speed into a fall season of cheerful business activity. **Joseph Zimmerman** has good news on the production front as output is streamlined in the new diggin's. A good fall and winter season is "on the books" here, staffers believe.

DES MOINES NEARS

(Continued from page 67)

Joie Chitwood's Hell Drivers pulled a strong turnout Saturday (27) despite rain and repeated Friday afternoon (2). Harness horse races were skedded for Monday (29) but runners were substituted. Harness horse races, never a strong pull here, did better this year than last on two afternoons.

Night grandstand attendance thru Thursday (1) was down from last year, the count to that point being 91,500, as compared with 98,198 last year. Night bill consists of a revue, plus acts, booked in by **Barnes-Carruthers Theatrical Enterprises, Chicago**, and fireworks by **Thearle-Duffield Fireworks Company, Chicago**.

Midway Biz Off 15 Per Cent

Two outstanding attractions were sponsored by **The Des Moines Register and Tribune**, which brought in **Robert Edison Fulton** and his air-phantom plane, which comes apart and can be driven like an auto, and the wingless chickens developed by a Des Moines man.

Hennies Bros. reported midway business down 15 per cent from last year but execs were pleased, holding the drop to be in line with changed conditions.

Dance attractions at the fair pulled the usual number of rug-cutters, with a total of 3,880 attending the first five nights. **Skippy Anderson** had the biggest take with 1,571 Saturday night. Other territory bands that played were **Ralph Zarnow, Mal Dunn and Hank Winder**.

Closing night grandstand attraction featured **Judy Canova**.

READING BILL

(Continued from page 66)

conducted in the roller skating rink for the second consecutive year. Special days have been set aside for school children in six counties.

Charles W. Swoyer, fair secretary, reports that the advance sale of indoor and outdoor concession space has been the largest in fair history. Space in four large exhibit halls has been sold for weeks, and locations on the main midway have been selling at an unprecedented clip.

The demand for grandstand reserved seat tickets also is reported as the heaviest in history. Tickets most in demand are those for the "Miss Reading Fair" finals Saturday night, and fair officials predict a sell-out for that night before the fair opens.

UNDER THE MARQUEE

(Continued from page 63)

their home in **Columbus, O.**, after attending the funeral of **Frank L. (Kokomo) Anders**. Hanlon and Anders were on the executive staff of the **John Pawling Circus** this season until the latter had to leave on account of illness. They had been life-long friends, first trouping together in 1908 on the **John Robinson 10 Big Shows**. Anders was buried at **Plymouth, Ind.**; services were held at **Mishawaka, Ind.**, home of his sister, **Mrs. M. Zontz**. . . . **Chick Yale**, with his table rock, is playing with the **Hollywood Dare Devils** until September 30. . . . **Doc J. E. Ogden**, former Side Show manager, now in the insurance business in **Columbus, O.**, was on the lot at **Washington C. H., O.**, when **Dailey org** played there September 2.

Beginner's question, "Are we gonna put up the tent now or wait until the cool of the evening?"

Justus Edwards, press agent for **Polack Bros.' Western Unit**, and **Buck Owens**, rodeo performer with **Polo Bros. Circus**, playing dates in **British Columbia**, cut up jackpots at the **Pacific National Exhibition, Vancouver, recently**. . . . **Charles H. and Mabel Tomkins**, the former a well-known cowboy rider and roper, and the latter a circus rider, both now retired and living in **El Reno, Okla.**, recently were the subject of a feature story, with pictures, in **The Daily Oklahoman**. Mrs. Tomkins was the former **Mabel Hackney**.

Having a paper shortage? The folding kind?

Bobby Hamm Jr., 11, son of the former clown, now trouping with **Dick Dillon's Mechanical City**, winds up the season at **Rutland, Vt.**, and will return to his home in **Tampa** to resume his schooling. . . . **Mr. and Mrs. Herbert A. Douglas**, **West Chester, Pa.**, caught three circuses in one week recently, visiting **Hunt Bros.** in **Hackettstown, N. J.**; **Biller Bros.** in **Pottstown, Pa.**, and **Polack Bros.' Eastern Unit** at **Wilmington, Del.**

When **Cole Bros.** played a three-day date in **Portland, Ore.**, recently **Mr. and Mrs. Howard King** were constant visitors. . . . **Ted La Velda** reports that since closing with **Burling Bros.** he has been playing fair dates for **Ben C. Truex, Buck Leahy**, clown contortionist, formerly with **Burling Bros.**, is playing dates and parks around **Pittsburgh**. . . . **Charles and Edna Kistler**, **Allentown, Pa.**, to date have caught **Lee Bros.**, **Hunt Bros.**, **John J. Pawling, Dales, Cole, Ringling-Barnum, Biller and Polack circuses**.

A great showman is somebody who hired a good staff and prospered.

Rube Ray, **Dailey Bros.** producing clown, picked up a black bear which he intends to train as a stilt walker while the show was playing **Frederickton, N. B.** Arrangements for obtaining the cub were made for Rube by **Lt.-Col. C. A. Williams**, chief game warden for **New Brunswick**. Training will get under way this winter at Rube's home in **Leesville, La.** . . . Owners **Harry Hammill and Ben Davenport**, of **Dailey Bros.**, **Circus** trekked thru **Canada** in the private car of **Superintendent C. S. Pushie** while their own unit was undergoing repairs in the **Moncton, N. B.**, shops of the **Canadian National Railways**.

A biller probably has to beat a competitive one to a daub. But he doesn't have to look out of his truck window and sneer.

Raleigh M. Wilson, former performer with **Ringling-Barnum** and the **Gollmar Shows** and now a proof-reader on **The Denver Post**, recently had a bylined feature, "Happy Memory, the Circus Parade," in the magazine section of the newspaper. . . .

Edward Dulle Jr. and Paul Dulle Jr., circus fans of **Jefferson City, Mo.**, motored to **Warrensburg, Mo.**, to catch the **Clyde Beatty show**. They visited the **Beattys, Mel Rennick, Bill Cox and Bill Collins**. . . . **Bill Green**, p. a. for the **Eastern unit of Polack Bros. Circus**, scored with front-page spreads on the three **Zanesville, O.** dailies the day the show opened there. . . . **Doc Waddell**, of **Mills Bros. Circus**, is planning a tour of **Europe**, following the outdoor convention in **Chicago**.

Indoor circus suitcase promoters are ones who believe an event can be staged without capital or conscience and usually lack both.

When **Mills Bros. Circus** played **New Castle, Pa.**, **Sylvia Earsdon**, **Newcastle, Eng.**, a member of the **Wallaby acro team**, met **Mayor John Haven** to thank him in person for the wartime gifts of **New Castle** residents to her people. Pic made **Page 1** of **The New Castle News**. . . . When **Clyde Beatty** played **Joplin, Mo.**, he took time out for a bit of fishing with **Paul Van Pool** at **Few Acres Ranch**. **Beatty**, according to reports, came home with good string of large-mouth bass. . . . **J. C. Admire**, general agent of **Tucker Bros. Circus**, and his twin brother, **Oscar C.**, celebrated their 53d birthday anniversaries at a party in **Lima, O.** Guests included **Les Hogan, Robert Mays, Dippers Little, Robert Hedges, Gordon the Wizard, Joe Gould, F. P. Admire**, a cousin of the celebrants, **Ed White and Mrs. Harry Little**. **J. C. Admire** is marking his 40th year in outdoor show business. Brother **Oscar** is in the catering business.

RAS DIPS 10%

(Continued from page 69)

cus was getting insufficient patronage, perhaps because the **Jacobs' show** plays **Minneapolis** with the **Shrine Circus** each year.

The **McGowan and Mack ice show** experiment, set up especially for this date and not part of the show sked, is running into considerable difficulty. **Sedlmayr** gambled on this one at the request of **Everett McGowan**, **St. Paul ice-skater**. There has been some trouble with the ice itself and several shows have had to be called off. However, the fact that **Minnesota** doesn't take to ice shows isn't at all conclusive. This area, an ice skating center of the nation, gets the **Ice Follies**, the **Ice Capades** and the **Dorothy Lewis ice show** each year to more than satisfy its appetite for such entertainment.

Visitors to the **RAS** here included **P. T. (Pa) Strieder**, of the **Florida State Fair, Tampa**; **William Master-son**, assistant manager of the **Wisconsin State Fair, Milwaukee**; **Arch Putnam**, **Northern Wisconsin District Fair, Chippewa Falls**; **Charles Yule**, manager, and **Gorden Love**, director, **Calgary Stampede and Exhibition, Calgary**; **C. B. McKee**, **Fred England** and **Mr. and Mrs. Leyton Robinson**, **Regina Exhibition, Regina**; **Jack Warren and Steve McEachren**, **Saskatoon Exhibition, Saskatoon**, and **Leo Dailey**, **Northern Montana State Fair, Great Falls**.

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FOR SALE—EIGHT DUCK-PIN ALLEYS COMPLETE; excellent condition; will sell on time to the right party. Betts Chevrolet Sales, Elsie, Mich. se24

ILLNESS FORCES SALE—100 HART GUM Machines, excellent, \$8.50; 25 Ford Chrome, \$9.50; second rate 1/2 Ball Gum, 15c/lb.; 20M No. 2 Eppy Color Plated Charms, \$5.50M. J. Bailey, 819 Atlantic, Lima, O. se10

ONLY 8 LEFT AND OUT THEY GO! MAKE us an offer for these Popcorn Sex Venders, guaranteed in good operating condition; we will do business! Kauffman and Moore, 1125 18 Ave., S. W., Cedar Rapids, Ia. se10

OTHER INTERESTS FORCE SALE OF BEST little bulk vending (Northwestern) and scale (Walling & Frantz) business in San Antonio; always earn over \$300 month and priced at \$7,500 which is cost of equipment and stock; here's a living for 1/3 of your time! Cox, 859 Edison Dr., San Antonio, Tex.

REBUILT CIGARETTE MACHINES—PERFECT condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, New York.

ROLL TYPE STAMP MACHINE WANTED—State manufacturer, quantity, price. Box 1040, 221 W. 41 St., N.Y. se10

SMALL ROUTE—15 YEARS OLD; FIVE BALLS, Music, One Ball; Southwest, healthy climate; 50,000 people; \$15,000 to handle. Box C-432, Billboard, Cincinnati, O. se24

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1654 Bedford Ave., Brooklyn, N. Y.

WANTED—GOTTLIEB GRIPPERS, CHALLENGERS, Guns, and late Arcade machines, 1c & 5c. Write, explain fully. Star Amusement, 1121 Woodlawn, Austin, Texas. se10

WANTED—USED AIREON, CASH TRADE, 3 Balls and Slot. Kansas Tavern Supply, Paul Macell, Frontenac, Kan.

1,000 NEW SELF LOCKING COIN BOXES, \$10 dime capacity; sell all or part; final date for offers Sept. 8; merchandise to be sold at vendor's premises Sept. 9. Inspection invited. Box 451, Billboard, NYC.

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Profit	Price
1000 25c	Charley Board	Def. \$50.00	\$ 75
1400 5c	Barrel Board	Def. 18.00	25
1440 10c	Barrel, X Thick	Def. 36.00	1.29
1800 5c	Lulu Board, X Tk.	Def. 18.00	1.69
1000 25c	J.P. Charley, Semi Tk.	\$52.08	75
1000 25c	J.P. Charley, X Tk.	\$2.08	1.05
1000 10c	J.P. Ready Money—Seal	50.00	1.69
1000 5c	J.P. Bds.—Seal	24.00	1.75
1000 5c	J.P. Asst. Boards	Avr. 27.00	2.25

Pad Deals, Tip Tickets, R.W. Blue Tickets, Etc.

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

ATTENTION

OPERATORS AND JOBBERS

Make big profits with high class Salesboards and Jar Tickets. National distributor for the popular Glassine Banded Tickets.

Write or Phone 2660

for Samples

MILNER NOVELTY COMPANY

500 N. 9th Street Lafayette, Indiana

6,000 Salesboards 6,000

ALL BRAND NEW!

Biggest Salesboard Bargain of the Year
50 BOARDS (Ass't'd) \$45.00

(Minimum Order)
5c-10c-25c Play—Up to 1400 Holes
IMMEDIATE DELIVERY
Orders Filled in Rotation
25% with order—bal. C. O. D. Charges prepaid on all orders accompanied by cash in full.

PHILIP NATKIN 19 S. Wells St. Chicago 6, Ill.

It's Really Hot!!

ONE OF A COMPLETE LINE OF FAMOUS GARDNER GIRL BOARDS



1000
**FAST MOVING HOLES
TO NAB THOSE
NICKELS IN A HURRY**

ORDER AS:

NO. 1000 REALLY HOT
TAKES IN: 1000 - 5c. \$50.00
PAYS OUT: 22.71
AV. PROFIT: 27.29
MAX. PROFIT: 36.00

NOW READY!

A COMPLETE LINE OF
**GARDNER
GIRL BOARDS
IN ALL TYPES OF PLAY**

WRITE FOR CIRCULAR

LEADING PUNCHBOARD MFR. OVER 40 YEARS

GARDNER & CO.

2222 S. MICHIGAN AVE.
CHICAGO, 16 ILL.

FOR THE
**BEST IN
TICKETS**



ALWAYS
DEMAND—

We manufacture all
kinds of JAR DEALS

**RED — WHITE — BLUE
COMBINATIONS
LUCKY 7, BINGO, ETC.
SPECIAL DEALS MADE TO ORDER**

ACE GAMES COMPANY

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JAR-O-DO TICKETS
WHOLESALE PRICES TO ALL**

BEE JAY SALESBOARDS
JAR DEALS — BOX DEALS
BINGO TICKETS - RED WHITE BLUE
LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand
for immediate delivery. All orders
shipped same day as received.

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CAROL SALES COMPANY

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SPECIAL WE ARE MANUFACTURERS
All Kinds—PULL TICKET GAMES
TIP BOOKS
Buy Direct From Manufacturer at Very
Very Reasonable Prices.
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Complete Line

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RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Pa.
Lombard 3-2676

SALESBOARD SPECIALS

1000 to 1300 Hole Girly Boards, 5c Play ... \$ 2.25
1000 to 1200 Hole J.P. or Seal Boards, 5c ... 1.95
25c Play Boards, 6 Numbers on Ticket ... 2.25
25c Play Boards, 6 Tickets to Giant Hole ... 1.95
RWB 2170 Single, Fivefold, Pasted in 5c.
Per Gross 144.00
Junior Fin Pads, Avg. Prof. \$12.40, Doz. 7.80
Plain Boards from 50¢ up. 20% Deposit.
B. F. PRODUCTS 198 Piedmont Road Charleston, W. Va. Phone 25-771

a Winner....



GOLD MINT!

Winners Select Their "Stack of Bucks" — Push — and Out Comes a Shower of Golden Awards.

5c Play Form No. 20052
2000 R.M. Holes Jumbo Thick
5 NUMBERS ON EACH TICKET \$100.00
Takes in 40.00
Pays out 59.20
Definite Profit \$ 59.20

10c Play Form No. 20048
2000 R.M. Holes Jumbo Thick
5 NUMBERS ON EACH TICKET \$200.00
Takes in 80.00
Pays out \$120.00
Definite Profit \$ 80.00

25c Play Form No. 20053
2000 R.M. Holes Jumbo Thick
5 NUMBERS ON EACH TICKET \$500.00
Takes in 220.75
Pays out \$279.25
Definite Profit \$279.25

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CORPORATION
HOMAN AVENUE
CHICAGO 51, ILLINOIS

1200 NORTH

SALESBOARDS— All ORDERS Shipped Same Day Received

Holes	Play	Description	Def.	Profit	Price
400	5c	Lucky Bucks, Thick	Def.	\$ 7.00	\$ 75
1000	25c	J.P. Charley, Thick	Avg.	51.95	1.40
1200	25c	Texas Charley, Thick	Avg.	102.98	1.75
960	5c	Fully Packed Thick Girl Board	Avg.	26.25	2.75
960	5c	It's the Knots Thick Girl Board	Avg.	26.25	2.75
1000	5c	Barely Speaking Thick Girl Board	Avg.	26.60	2.75
1000	5c	Glovely Lady Thick Girl Board	Avg.	26.60	2.75
1200	5c	Pick a Cherry Thick Seal Board	Avg.	30.04	2.50
300	25c	Fin & Sawbuck Thick, 5 Nos. to Ticket	Avg.	35.15	2.85
227	25c	Kwick Fin Giant Holes, 6 for 25c	Avg.	28.75	2.50

JAR TICKETS
RED, WHITE
AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes
1000-1200-
1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards. 1c, 2c or 5c. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA



PUSH CARDS
All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.
FREE CATALOG—Write
W. H. BRADY CO. MFRS.
CHIPPEWA FALLS, WISC.

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MAKE BIG PROFITS!!

The BEST SALESBOARDS AND JAR DEALS!
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GALENTINE NOVELTY CO.
322 E. COLFAX AVE., SOUTH BEND 24, IND.



NCMDA CALLS GENERAL MEET

Election of Officers, New Board on Tap

Convene in Chi Sept. 14

CHICAGO, Sept. 3.—Irv Blumenfeld, Baltimore, secretary of the National Coin Machine Distributors Association (NCMDA), announced this week that the association's annual two-day meeting will be held at the Bismarck Hotel, Chicago, September 14 and 15.

President Lol Wolcher has announced that the NCMDA board of directors voted to invite all qualified five-ball distributors, regardless of their affiliation with the association, to an open meeting to be held Thursday (15) in one of the Bismarck Hotel's conference rooms. It will follow committee meetings scheduled for that morning and will be listed on the hotel's lobby bulletin board.

At the general meeting, set for 10 a.m. Wednesday (14), the agenda calls for election of an eight-man board of directors, annual financial report, adoption of the 1950 budget and action on the expanded membership and public relations programs.

Following the general meeting the newly elected board will vote for new officers and then initiate a series of conferences with representatives of manufacturers and allied trade groups. Meanwhile, committees elected by the membership will hold

(See *NCMDA Calls* on page 109)

Gottlieb's New Game Stresses Football Theme

CHICAGO, Sept. 3.—D. Gottlieb & Company, thru Alvin Gottlieb, advertising manager, announced this week that quantity deliveries on the five-ball game, *College Daze*, has started. Timed to be on locations thruout the country in the early weeks of the football season, the game features a gridiron motif and as a result its action is built around scoring touchdowns, extra points and field goals, tho it also retains the block point scoring which identifies high score five-ball products.

Playfield of *College Daze* is designed so that most of the scoring gimmicks are on the upper half of the playfield, leaving the bottom area for flipper bumper and cross ball action. It also has a special set-up which gives players with relatively low scores a chance to pile up large blocks of points on the fifth ball, thereby increasing their opportunity to win.

Fifth Ball Feature

In *College Daze* play, object is to hit 11 scoring devices (regardless of order) which reset and when hit a second time run up three times as much points as when first contacted. If player has less than 2,200,000 points

(See *Gottlieb's Game* on page 109)

Mutoscope Aids Home for Blind in Drive for Funds

NEW YORK, Sept. 3.—With the assistance of the International Mutoscope Corporation, the Industrial Home for the Blind of Brooklyn has created an exhibit to show normally sighted persons what the majority of the partly blind see. The exhibit, which uses five Mutoscope movie machines, is an important tool in the home's current drive for funds. It is booked for display in Brooklyn savings banks thru June, 1950.

Photographs were taken by the home with cameras housing special lenses to simulate the distorted vestiges of vision remaining to the preponderant number of blind persons who are not totally sightless. From the negatives, International Mutoscope then made up the special reels needed for use in their movie machines. The company also supplied five movie units for the exhibit, each adapted for non-coin operation.

Durable Machine

A spokesman for the Home for the Blind said the Mutoscope had been chosen because of its durability, "negligible maintenance factor, as well as the fact that the hand crank

could stop or slow action so that careful study of what certain eye conditions do show" is possible.

With the film showing a man doing routine things, such as shaving, eating and walking, five separate reels were made. One reproduces these actions as seen by a person with normal eyesight, with the others, in turn, showing the action as viewed by persons with reduced powers of vision. The four categories of partial blindness, each simulated in a separate reel, are, according to the home official:

"Central acuity vision, where an image is seen as thru the barrel of a rifle; cataract vision, with everything seen as thru a fog or haze; detached retinal vision, where all is dark except for a small spot of sight at the extreme edge of the visual field, and sight with a high degree of refractive error, where everything is blurred and out of focus."

The Mutoscopes are built into the tall, six-sided display. It was indicated that several new displays might be constructed to widen the scope of the home's campaign. Each would house five movie machines.

U. S. Official Reports On Manufacturing Conditions

WASHINGTON, Sept. 3.—Despite serious slumps in many industrial areas, manufacturers are generally optimistic about the future, Commerce Secretary Charles Sawyer reported this week following his trip around the Eastern half of the country investigating unemployment conditions ordered by President Truman several weeks ago.

In a report to presidential assistant John Steelman, Sawyer stated that "most people have an abiding faith in the soundness of our business economy." The consensus of business men in the area visited, Sawyer said, was that the best remedial

measures for the government to take now "are those which would bring a release of pent-up purchasing power in the hands of business and consumers." Most frequently mentioned were recommendations for removal of excise taxes and acceleration of depreciation allowances in connection with income taxes.

Sawyer will leave Saturday (10) for the West Coast to survey unemployment problems there and will later tackle the Gulf States. Following completion of his survey he is to make recommendations for halting unemployment.

California Group Would OK Coin Units To Pay Old Age Pensions

BAKERSFIELD, Calif., Sept. 3.—The groundwork to legalize coin machines in California is being laid by the Pension and Taxpayers' Union, Inc., which would use the State's share of the revenue from the machines to defray old age pension costs. The group sponsoring the measure hopes to have their plan ready for presentation to voters at the general State election in November, 1950.

The plan met the approval of many California coin machine operators, among them J. A. (Slim) Ewing, former president of the Kern County Music Operators Association, and Kern County operator. The measure assures the State one-third of the gross revenue taken in by the machines.

Directors of the Pension and Taxpayers' Union, Inc., are Nathan T. Porter, one of the original "Ham 'n Egg" campaigners and Townsend

Plan candidate for governor in 1942; Roy G. Owens, also of the "Ham 'n Egg" group; Willis Allen, founder of the organization now known as the Payroll Guarantee Association; Glen S. Wilson, Townsend Plan organizer, and Cliff Kallam, former State assemblyman from Santa Clara County.

Proposition No. 4 passed at the 1948 State election (Old Age Pension Plan) is now the subject of a general recall election scheduled for November of this year, due to claim by opponents that under the present measure the State's burden is much too great.

The directors of Pension and Taxpayers' Union, Inc., hope to be able to convince voters that their measure will not only release the State from the support of old age pensions, but will offer added benefits to the aged by increasing the present monthly allotment from \$75 to \$100.

Chi Coin Bows Football, New Five-Ball Game

CHICAGO, Sept. 3.—Continuing its use of in-season sports as a back-ground for its five-ball games, Chicago Coin Machine Company is now in full production on Football, according to Sam Gensburg and Sam Wolberg.

Football's playfield has a scoring zone which traps balls between stretch rubber bumpers and a kicker bumper, meanwhile rolling up blocks of points. To enter the scoring area player must guide a ball thru a one-way gate on the side of the playing area. The hub of the scoring area is a bumper which can simultaneously register points and kick balls against rubber rebounds from all 360 degrees. Another point on the new game is a spot feature on three bumpers which spell out "foot" and another bumper trio which spells "ball." Spotting of each word is accomplished by hitting special bumpers on the extreme top left corner of the playfield which is wired up with "foot" and "ball" bumper series.

High Score Bumpers

When the spot bumpers are contacted they also record 100,000 points for each hit. A special kick-out pocket in mid-playfield records 500,000 points when actuated after making both "foot" and "ball." Another scoring feature concerns hitting the scoring ring kicker bumper when the score stands at 100,000 points or multiples thereof. Free plays are registered either by high score or by going thru a side roll-over switch

(See *Chi Coin Bows* on page 109)

Start Delivery On Op's Chief

CHICAGO, Sept. 3.—Deliveries on the Operator's Chief have started, John Neise, O. D. Jennings & Company sales manager, announced this week.

One of the key units of the firm's new bell line, the Operator's Chief was designed specifically for operators and will not be available to clubs. It has the Chief mechanism and is available with a token set-up for the major award. The cabinet is finished in burgundy-baked enamel. Operators may specify what denomination coin chute they wish ranging from a penny to a dollar.

2d Run Starts On Photo-Finish

CHICAGO, Sept. 3.—With interest in Universal Industries' Photo-Finish continuing at high level, the firm has started a new run on both the free play and automatic models, President Mel Binks announced this week.

In addition to advancing odds and other established one-ball features, Photo-Finish has an added entry and win, place and show features designed to give players more chances to win. Its construction highlights include indirect lighting, armor plate for all vital areas and an accessible mechanism for servicing.

Bulk Vender Output Levels Off

New Bradley Cup Machine In Production

New Corporation Formed

SYRACUSE, Sept. 3.—A new coin-operated cup vender, called the Junior Model D, has been placed in production by the manufacturers of the Bradley dual-flavor drink machine, according to an announcement here this week. At the same time, it was learned that C. C. Bradley & Son, Inc., headquartered in this city, figured in a recent merger with its former contract manufacturer, the Edlund Machinery Company, Inc., of Cortland, N. Y. Name of the new firm is the Bradley-Edlund Corporation.

The new machine, approximately half the size of its predecessor, is obviously designed for placement in locations where floor space is at a premium. Requiring an area of only 20x22 inches for installation, the new unit nevertheless retains many of the features of the older machine. With a capacity in excess of 1,000 cups, the machine vends two flavors of carbonated beverages. Superficially, it resembles the larger vender, split down the middle length-wise.

Chrome Trim

The cabinet is constructed of heavy gauge steel, has rounded corners, with doors at the front, top and one side to allow access to the interior for servicing. The vender is finished in ivory and green with chrome trim. A large lock-type coin box is furnished.

Selection of flavor is made by depositing the coin in the slot opposite the flavor sign desired. Delivery is automatic. There are no buttons to push. A decorative plastic arrow over the dispensing faucet is illuminated as the coin is deposited. The flavor signs have constant illumination.

Adjustable controls are provided to vary the amount of water and sirup served with each drink. The ratio of sirup and water in each of the two drinks dispensed may be adjusted independently. Refrigeration system (See Bradley Cup on page 99)

Juice Bar Ups Vend Capacity

NEW YORK, Sept. 3.—Deliveries of an improved model of the Juice Bar, increasing its capacity by more than 80 per cent, are being made, Jack Cross, president of the Juice Bar Corporation, announced this week. The machine, which vends individual-size cans of fruit juice, now holds 546 six-ounce cans, as compared with the earlier model's capacity of 300.

Cross said the modification was made to keep machines operative on location with fewer servicings. The changeover was accomplished thru the complete redesign of the loading racks. He pointed out that owners of the earlier model may obtain the new racks and have them installed with little difficulty. No other change has been made in the vender, and the outside measurements of the machine remain the same.

Juice Bars now list at \$820. In quantities of more than five, the price per unit dips to \$785.

Distrib Airs Views On Operating, Biz Trends for Scales

COLUMBUS, O., Sept. 3.—Changes in scale design and construction during the past five years have made one-man operation physically possible, according to George D. Barok, president of World Sales, Inc. Because penny scales are now made lighter one person can handle placement and moving chores.

This reverses the prewar trend toward heavy units, which no one person could lift and so discouraged unauthorized removal or shifting on location. To make for greater economy in operation today's scales are made lighter and possible loss is combated thru fire and theft insurance. Too, Barok states that with more (See Distrib Airs on page 99)

Mfrs. Optimistic as They Cut to Normal Production; Supply Costs Are Still High

Lower Prices by Some Firms Not Seen as Industry Trend

CHICAGO, Sept. 3.—With current production down to approximately half that of this time last year, leading manufacturers of penny bulk venders this week nevertheless painted an optimistic business picture for their field. Attributing the 50 per cent drop in output to the return of normal market conditions, following a two and a half year period of plus production geared to satisfy almost five years of built-up

demand, they stated that today's lower production could not be tagged an unfavorable trend.

Buying is now being done on the normal replacement and new operator level, they stressed, and present and average output of from 1,000 to 2,500 units per month by major firms is adequate to return normal profits.

Prices Stable

Timed with the fall-off in production, some bulk vender makers have sought to stimulate extra buying by reducing prices. This, however, does not indicate any lower price trend in the bulk field, as most manufacturers say such reductions are not too feasible at this time. They point out that cost of glass globes went up about 23 cents per globe over last year, and that cost of parts and decals have also risen during the last 12 months. This, combined with higher labor, general overhead costs, makes an industry-wide lower price program unlikely, they reason.

A production, price, model check (See Mfrs. Optimistic on page 100)

LaRue Int., Inc., Takes Over Leon Silver Company

SAN FRANCISCO, Sept. 3.—LaRue International, Inc., is the new name of the firm formerly known as Leon "Hi-Ho" Silver, Inc. The firm will be headed by E. LaRue. Silver recently resigned his position with the company.

LaRue International will continue to distribute the Acorn Vender and Character Charms in Northern California. In addition to these lines, accessories and merchandise for operators will be carried. Company is broadening its trade area and a contact for import and export to Tokyo has already been established. A recent contract deal calls for the firm to handle exclusive distribution of a candy vending line for the export trade in the wholesale and retail field.

The new head of LaRue has been in the coin machine field for several years.

Deliveries on Book-o-Mat To Begin Shortly

NEW YORK, Sept. 3.—Automatic Book Vending, producers of Book-o-Mat, are scheduled to begin delivery next week, according to an announcement by Irving Goldstein, executive. The machine on test in this area for several months, is now in production, following completion of several changes to ease quantity output.

Goldstein said initial deliveries of the vender would go to operators in Chicago, Cincinnati and Cleveland, in addition to this area. Book-o-Mat, with a capacity of 225 pocket-size volumes, in 16 selections, lists at \$225.

NAMA Lists 23 Additional Exhibitors for 1949 Meeting

CHICAGO, Sept. 3.—National Automatic Merchandising Association (NAMA) announced this week 23 additional manufacturers and suppliers of vending machines, equipment and merchandise who have contracted for exhibit space at the 1949 convention and exhibit. The latest exhibitors, who will occupy from one to three booths each at the Atlantic City confab November 27-30, raises the total number of firms displaying products to 105.

George M. Seedman, in reporting the names of the new exhibitors, said that with three months yet remaining before opening day, 197 booths have already been sold. "This recognition of the show's importance to automatic merchandising is even more significant when one realizes that the 1949 space is 55 per cent larger than in 1948," he stated.

The new exhibitors are: Badger Vending Machines, Inc., Milwaukee; Samuel Eppy & Company, Inc., Long

Island City; Bert Mills Corporation, Chicago (increase of space); A.B.C. Popcorn Company, Inc., Chicago; Fred Hebel Corporation, Franklin Park, Ill.; Lyso Industries, Inc., Chicago; Automatic Book Vending Corporation, New York; Automatic Syrup Corporation, Long Island City; C. C. Bradley & Co., Syracuse; American Citrus Corporation, Chicago.

F. & F. Laboratories, Inc., Chicago; Curtiss Candy Company, Chicago; Mars, Inc., Chicago; Switzer's Licorice Company, St. Louis; Huyler's & Subsidiaries, Long Island City; Universal Match Corporation, St. Louis; Schutter Candy Division, St. Louis; Dr. Pepper Company, Dallas; Charms Sales Company, Asbury Park, N. J.; John Horne Company, Evanston, Ill.; Henry Heide, Inc., New York; Electric Cashier Corporation, Burlington, Vt., and the U. S. Department of Commerce.

Calendar for Coinmen

September 8—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

September 12—Music Operators of America (MOA), executive committee, special meeting, Morrison Hotel, Chicago.

September 13—Music Operators' Association, Inc. (MOA), Chapter 1, monthly meeting, Indianapolis Athletic Club, Indianapolis.

September 13—Automatic Phonograph Owners' Association (APOA), monthly meeting, Hotel Gibson, Cincinnati.

September 13 and 27—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

September 14—Operators of Northern Illinois (ONI), regular monthly dinner meeting, Wing and Fin Club, Fox Lake, Ill.

September 14-15—National Coin Machine Distributors Association (NCMDA), annual meeting, Bismarck Hotel, Chicago.

September 25-26—South Dakota Phonograph Association (SDPA), quarterly meeting, Marvin Hughitt Hotel, Huron, S. D.

September 28—Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building Detroit.

October 3—Washington Music Guild (WVG), monthly meeting, Washington.

October 24-26—Popcorn industries' convention and show, Palmer House, Chicago.

November 14-17—American Bottlers of Carbonated Beverages (ABCB) annual convention and exhibition, Convention Hall, Detroit.

November 27-30—National Automatic Merchandising Association (NAMA), annual convention and exposition, Convention Hall, Atlantic City.

(Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, *The Billboard*, 188 W. Randolph Street, Chicago 1, for listing in this calendar)

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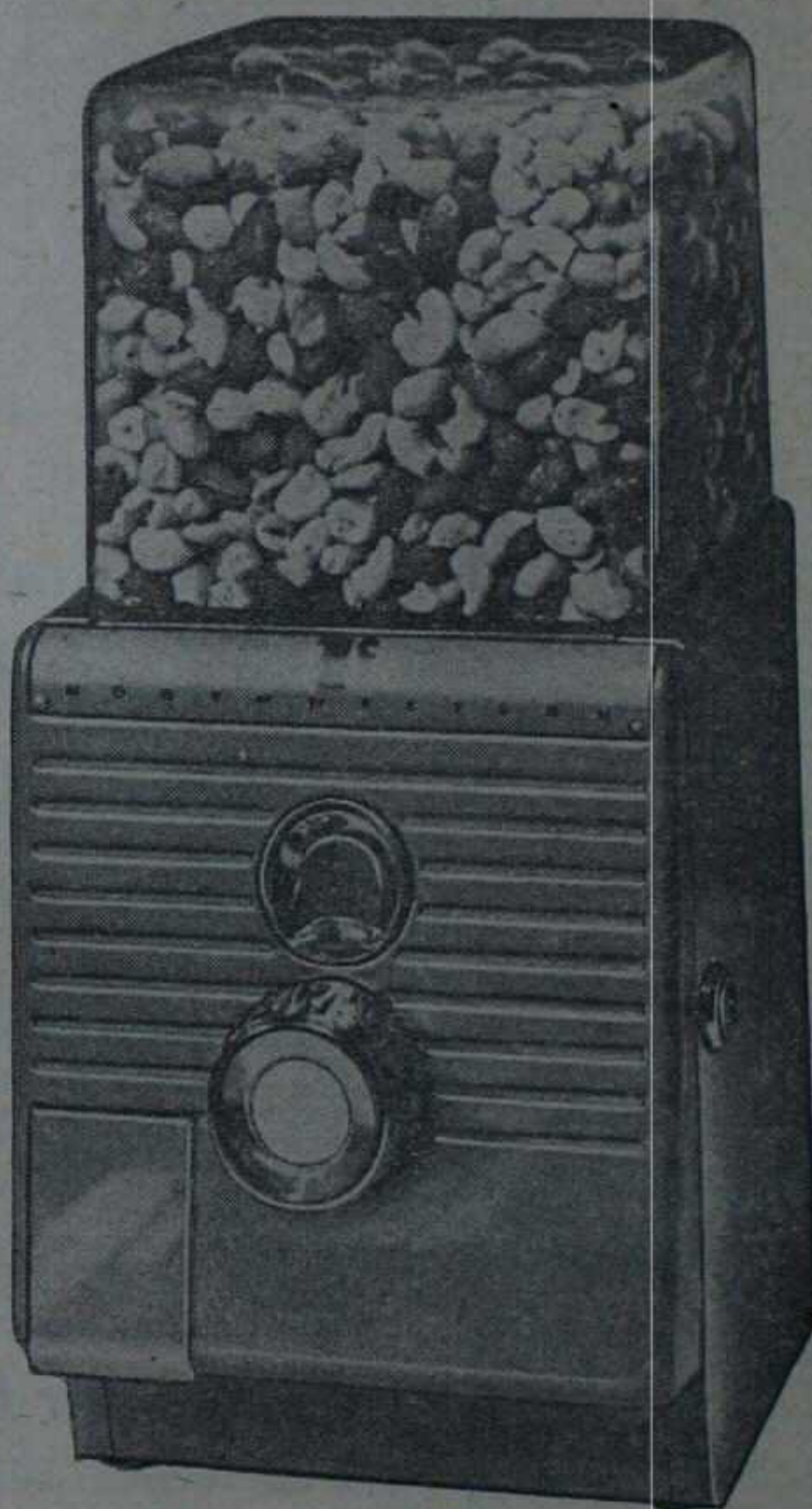
Northwestern

49 SPECIAL

\$13.75

IN LOTS
LESS THAN 25

Less than 100, \$13.55; 100 or more, \$13.35
F. O. B. Factory.



Vastly increased production . . . more favorable material prices . . . the willingness to give operators the greatest value for their money . . . makes possible the 49 Special at a price within the reach of everyone. Now you can enjoy operating at its best . . . boost your profits to a new high . . . eliminate the

time consuming, messy work of servicing machines on location. The sensational Sani-Carry globe is cleaned, filled and sealed with a Carrying cap at your shop ready to instantly replace empty globe on location. Get the complete facts today. See why operators everywhere are turning to the Model 49.

WIRE, WRITE OR PHONE YOUR NORTHWESTERN DISTRIBUTORS FOR DETAILS

Badger Novelty Co.
2546 North 30th Street
Milwaukee 10, Wisconsin

Badger Sales Co.
2251 W. Pico Blvd.
Los Angeles, California

E. T. Barron & Co.
816 W. 36th Street
Minneapolis 8, Minnesota

Fisher Brown
2218 S. Harwood Street
Dallas 1, Texas

Empire Coin Machine Co.
1012-14 Milwaukee
Chicago 22, Illinois

Ideal Novelty Co.
2823 Locust Street
St. Louis, Missouri

Indiana Nut Co.
140 West Vermont Street
Indianapolis, Indiana

Northwestern Sales & Service
4105 16th Avenue
Brooklyn 4, New York

Northwestern Sales & Service
Co.
1198 Tremont Street
Boston, Massachusetts

Parkway Machine Corp.
623 W. North Avenue
Baltimore 17, Maryland

Peanut Products Co.
801 Second Avenue
Des Moines 2, Iowa
910 Harnay Street
Omaha, Nebraska

Rako Coin Machine Exchange
609 Spring Garden Street
Philadelphia, Pennsylvania

J. Rosenfeld Co.
3218 Olive Street
St. Louis 3, Missouri

Roy Torr
Lansdowne, Pennsylvania

Viking Specialty Co.
530 Golden Gate Avenue
San Francisco 2, California
4466 Stone Way
Seattle, Washington

THE NORTHWESTERN CORPORATION

819 EAST ARMSTRONG STREET — MORRIS, ILLINOIS

Peanut Report

WASHINGTON, Sept. 3.—Shelled peanuts used in candy and related products totaled 439,977,000 pounds in the 1948-'49 season ending July 31, the Bureau of Agricultural Economics (BAE) revealed this week. This compares with 453,478,000 pounds used for similar purposes in the same period of 1947-'48.

Shelled peanuts used in peanut candy alone in the 1948-'49 season totaled 75,606,000 pounds, compared with 88,363,000 pounds used the previous year. Edible grades used in salted peanuts in the 1948-'49 season totaled 109,908,000 pounds, compared with 106,919,000 pounds used for the same purpose the previous period. Edible grades used in peanut butter, including peanut butter for use in candy, sandwiches and other products, totaled 248,155,000 pounds in the 1948-'49 season ended July 31, as compared with 253,100,000 pounds in the similar period ended July 31 last year. The use in other primary products totaled 6,308,000 pounds last season, compared with 5,096,000 pounds the previous year.

Millings of stock peanuts during the 1948-'49 season ended July 31 totaled 1,961,000 pounds. Farmers stock cleaned and shelled so far this season totaled 1,834,000 pounds compared with 1,474,000 pounds thru July last year. Crushing thru July totaled 128,000,000 pounds, compared with 272,000,000 in the comparable date last season. Millings during July were below the previous month, but were at a relatively high level seasonably due to custom shelling of peanuts for export, the BAE reported.

The visible supply of peanuts held in commercial positions on July 31 totaled 208,000,000 pounds, farmers' stock equivalent basis. This compares with 343,000,000 pounds June 30 and 235,000,000 pounds July 31, 1948. Supplies of both cleaned and shelled goods were lower than on June 30 this year and July 31 last year. Shelled peanuts, including oil stock, reported used domestically in the current season to July 31 totaled 598,000,000 pounds, compared with 560,000,000 pounds thru July 31 last year. Edible grade shelled peanuts reported used this season to date totaled 440,000,000 pounds, compared with 453,000,000 reported used thru July 31 last year.

Sugar Quotas

WASHINGTON, Sept. 3. — The Agriculture Department has announced a revision of allotments of 1949 sugar quotas for Puerto Rico. The revision uses final 1949 production data in the formula determining the allotments and removes the restriction of marketings which has limited marketings prior to September 1 to 80 per cent of the allotments previously determined.

Sweet Stuff

WASHINGTON, Sept. 3. — Distribution of sugar by primary distributors in the United States for civilian and military use during the week ended August 13 totaled 168,293 short tons, raw value, compared with 194,859 tons during the corresponding week last year, the Agriculture Department reported.

Deliveries were reported as follows: Refiners, 119,123 short tons during the week ended August 13 this year, as compared with 111,040 tons the corresponding week last year; beet processors, 36,869 tons for the week this year, as compared with

Owens-Illinois Names New Beverage Division Head

TOLEDO, Sept. 3. — Smith Rairdon, vice-president and general sales manager of Owens-Illinois Glass Company, announced the appointment of Joseph J. O'Shaughnessy as sales manager of firm's beverage division. O'Shaughnessy, who now vacates his post as New York branch salesman, has been with Owens-Illinois for 15 years. He succeeds Joseph Coghlin, who resigned.

Supplies in Brief

39,589 tons in the corresponding week last year; importers, 12,098 tons this year, against 12,565 tons last year; mainland cane mills, 203 tons this year, 428 tons last year.

The week's figures brought the total distribution thru 1949 to August 13 to 4,660,365 tons, compared to 4,691,667 tons for the corresponding period last year.

Pistachio Price Drop

NEW-YORK, Sept. 3.—A bumper 1949 crop of pistachio nuts, long a staple in bulk vending machines, has brought the price to its lowest point since early in 1942. This was emphasized here this week as the Amer-

ican Pistachio Corporation, 111 Reade Street, offered white, salted pistachios (small size) at 34 cents a pound and the red variety at 44 cents. The firm's new price list went into effect Thursday (1).

Attributing the current low price to a substantial increase in the quantities imported, in addition to the large crop, Frank Cousa, president of American Pistachio, noted that the price of the nuts has dropped as much as 25 to 30 cents per pound in the last three months. He claimed, however, that the price is now "quite stable." No further substantial drop in price is expected in the foreseeable future, he added.

Pistachios are imported from Syria,

Turkey, Italy, Afghanistan and Iran. Cousa operates his own processing plant in Syria. He has been in the business here for the past 20 years. He offers vending operators four different grades of pistachios, priced according to size.

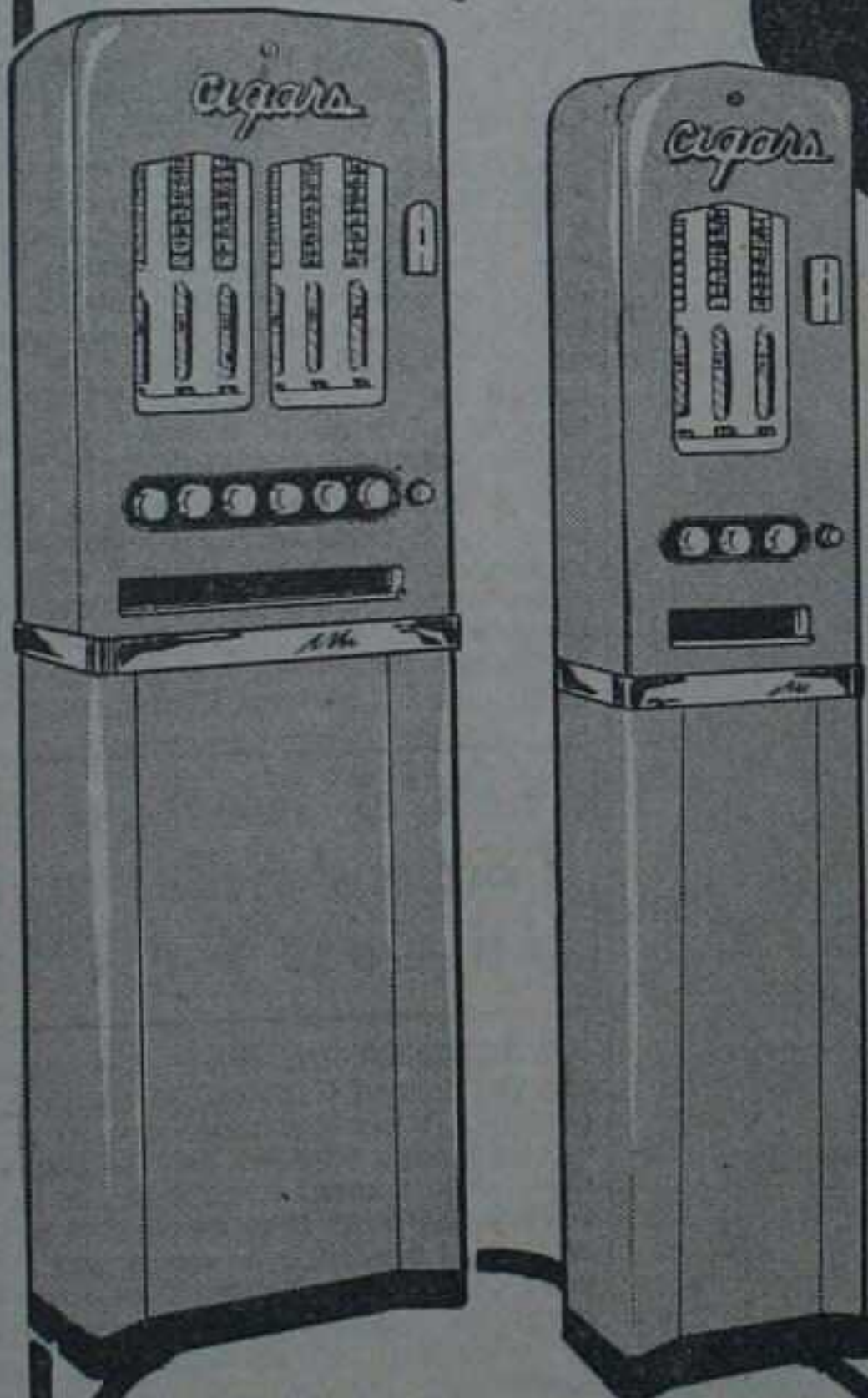
Sugar Trends

WASHINGTON, Sept. 3. — Production, consumption and price of sugar are all showing increases over last year, Agriculture Department reported. The domestic cane sugar crop for 1949 is estimated at 17 per cent above 1948, while the beet sugar crop is expected to be about the same. Sugar consumption for the first six months of this year was some 300,000 tons above the same period in 1948, while wholesale sugar prices are averaging about 1/2-cent a pound higher than last year.



**IT'S HERE AT LAST
AND IT'S PRIMED
FOR PROFITS!!**

CIGAROMAT



the tried, tested and approved multiple selection cigar vendor available in 3 or 6 columns.

CIGAROMAT is ready—ready to do the job we promised. We've tested it on location for three years—three long years during which we improved the original model to the point where it performs with ease and simplicity. Now, Mr. Operator, it's ready for your locations. We're in full production—lets go!

CIGAROMAT is a flexible vendor. Not only does it permit you to vend a variety of cigar brands but you can vend them at different prices—5¢, 10¢, 2 for 15¢ or 2 for 25¢ (with a 25¢ slug rejector). Never before has this "SELECTIVITY" feature of both product and price range been offered in a cigar vendor.

Visualize the opportunity CIGAROMAT offers. The new operator can set up a self-sufficient route that isn't limited in sales. The established cigarette and candy machine operator can attach CIGAROMATS to his machines and vend cigars and cigarettes—catering to the tastes of all smokers—and expand his business at negligible increase in service costs.

CIGAROMAT is the cigar machine that makes vending BIG business. It has many mechanical features too numerous to describe here. Don't miss the boat! There's a wonderful opportunity for profits here because thousands of locations are available. Write today for complete information and descriptive circular.

6 COLUMNS—6 BRANDS 3 COLUMNS—3 BRANDS

Height (with stand): 64 1/2" Height (with stand): 64 1/2"
Width: 19 1/2" Width: 12"
Depth: 9" Depth: 9"
Capacity: 150 Cigars Capacity: 75 Cigars

Available in Buff, Maroon, Tobacco Glow, White and special colors on request.

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Corporation East America

Yes, practically every advertised name brand cigar—local favorites from every section of the country from 5¢ to 20¢ sellers—is available to CIGAROMAT operators in specially designed cartons for exclusive use in CIGAROMAT AT DISTRIBUTOR PRICES—SHIPPED DIRECT FROM CIGAR FACTORIES.

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MODEL V

TOPPER

HOT-POP

VICTOR'S 4 BIG WINNERS

YOU CAN TURN THE MARKET UPSIDE DOWN and Shake it 'Round and 'Round... But you'll never find better bulk vendors than VICTOR'S. Investigate the tremendous profit potentialities of these great vendors... long famous for their **STABILITY—ENDURANCE—and ATTRACTIVE APPEARANCE.**

It's Victor's Exclusively With Successful Operators—Get the Complete Details Now!

VICTOR VENDING CORP. 5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

Man-Made Sugar Famine Forecast By Nehi Official

COLUMBUS, Ga., Sept. 3.—A man-made sugar famine threatens the nation's soft drink, confectionery and other large-scale sugar users, Wilbur H. Glenn, Nehi Bottling Company official, asserted this week. Warning against such consumers taking it for granted that they can count on adequate sugar supplies at reasonable prices during the balance of the year, he said that sugar stocks now in the U. S. had "reached the peril point."

According to Glenn: "American consumers must face the fact that our mainland production this year will provide less than a quarter of the sugar we need to fill normal requirements. We must look to a steady and adequate flow of sugar from the offshore producing areas. But this flow is controlled, under the Sugar Act of 1948, by the Secretary of Agriculture thru his official estimate of sugar requirements and his allocation of such deficits as have developed in deliveries from Hawaii and the Philippines as well as from our mainland producers."

Estimates

Well into the third quarter of the year, the season of peak consumption, over-all sugar deliveries to the U. S. are still held by official edict to an estimate for 1949, he declared. And this estimate, made before the beginning of the year, was well below the nation's rate of consumption to begin with, Glenn said. "Making the situation even worse, reallocations of deficits still lag behind the production shortages which have developed in certain areas," he added.

Summing it up, Glenn concluded: "As a result, sugar needed to carry us thru the balance of 1949 just isn't in our kitchens, our food processing plants or even in the channels of distribution. At the same time world sugar production this year is expected to reach a record 37,300,000 tons, in addition to which there is a reserve of 800,000 tons in Cuba."

The potential sugar famine, if it becomes a fact, would be damaging to the American people not only as consumers, but also thru resultant curtailments in the food processing industries which employ hundreds of thousands of workers, Glenn declared.

ABCB Reveals Bottlers' Sales and Ad Cost for 1948

WASHINGTON, Sept. 3.—American Bottlers of Carbonated Beverages (ABCB), reporting results of its survey of costs and sales for 1948, states that bottlers spent \$38,694,250 in local advertising and that estimated sales totaled 1,018,270,000 cases for the year. Ads were designed to supplement the national advertising program carried out by franchise companies.

Survey showed that the average bottlers' ad cost, per case, was 3.8 cents. Assuming that advertising expenditures by franchise firms equaled or exceeded those of bottlers, ABCB states that a reasonable estimate of total industry advertising expenses for 1948 would be \$77,388,520.

Bottlers' per case advertising cost for several years prior to 1948 follow: 1940, 4.3 cents; 1941, 4.4 cents; 1942, 3.1 cents; 1943, 2.5 cents; 1944, 3.1 cents; 1945, 3.5 cents, and 1946, 3.9 cents. In 1947, 3.8 cents per case was earmarked for ad costs, same figure as in 1948.

ABCB also stated that the soft drink industry's total investment in bottling plant buildings and equipment is estimated to be between \$600,000,000 and \$700,000,000.

NO COST! NO OBLIGATION!

Let us arrange a **FREE DEMONSTRATION** to prove the unique advantages of **The KEENEY DELUXE ELECTRIC CIGARETTE VENDOR**

- ★ **STARTLING STREAMLINED BEAUTY & BRILLIANCE CAPTURE TOP LOCATIONS AT WILL**
- ★ **ELECTRICAL AND MECHANICAL PERFECTION SIMPLICITY** itself. Only a single motor, one relay and two solenoids.
- ★ **SUPER CHANGE MAKER (OPTIONAL)**—handles nickels, dimes and quarters. Returns a nickel on 20¢ sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.
- ★ **HOLDS 432 CIGARETTE PACKS** in fully loaded double columns (front and rear) dispensed alternately. Cigarettes always fresh. Easy selections: the pack you see is the pack you get.
- ★ **EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY**

MANUFACTURED by J. H. KEENEY & CO., CHICAGO 32, ILL.
Sold in Louisiana by

ROBINSON DISTRIBUTORS
1006 POYDRAS STREET • NEW ORLEANS, LA.

See **BEN ROBINSON** or **H. SPAN**

VICTOR'S AMAZING NEW TOPPER

4 Toppers to a case \$43.00 Per Case, \$10.75 Per Mach.

5/8 140 Count **COLORED BUBBLE BALL GUM** 25 lb. cartons 26c LB. 170 & 210 27c LB.

Prepaid in lots of 150 lbs. or more! **FULL CASH WITH ORDER.**

PISTACHIOS 25 lb. carton. Large, 42¢ lb. Small, 45¢ lb. Full Cash With Order.

Plastic Charms \$2.50 Per 1000

SPECIAL SEPTEMBER OFFER

4 Toppers P L U S 25¢ 170 Ball Gum PLUS 1000 Charms, all for **ONLY \$50.00**

1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D. Orders Under \$10.00, Money In Full. **ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.**

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 3-7992

WRITE FOR CATALOG
On Bulk Vendors, Merchandise, Games, etc.

BUBBLE BALL GUM
140 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.45 100 lbs. or more 31.90

COPPER AND SILVER PLATED CHARMS

Series #1, 1,000	\$4.50
Series #2, 1,000	5.75
Gold Plated "Georgie" Pins, 1 Gross	2.95
Silver Wedding Rings, 1,000	5.50
Gold Wedding Rings, 1,000	8.95
Stone Rings, 1 Gross	2.50
Sassy Wise Crack Buttons, 1,000	4.00
Gold Plated Basket Balls, 1 Gross	2.95

STANDS
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$2.99 each

We are factory distributors for all leading makes of **VENDING MACHINES**. 1/3 DEP. ON ALL ORDERS.

PARKWAY MACHINE CORPORATION
623 West North Ave., Baltimore 17, Md.

TOPPER \$10.00 EA.
IN LOTS OF 100

24 to 44, \$10.50 ea.
4 to 20, \$10.75 ea.

Packed 4 to a case.

Vends Ball Gum and Charms. Also Bulk Merchandise.

Made by Victor, Mfrs. of World's Finest Vending Machines for Past 15 Years.

JACK NELSON & CO.
2320 Milwaukee Ave.
Chicago 47, Ill.

TERRIFIC PROMOTIONAL IDEA!!

LET **ALPHABETOS** MAKE YOUR VENDING MACHINES PAY OFF...

Send for Complete Details on how you can **DOUBLE & TRIPLE** your present take!

PAUL A. PRICE CO. 220 BROADWAY NEW YORK 7, N.Y.

SOON! SOON! SOON!
The **NEW KOFFEE KING**
New Futuristic Hot Coffee Vendor

Thousands of locations are waiting for the new

ALKUNO 5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 270 Packages of Candy or Any Combination of Both.

MODEL 130-MM Metal Cabinet and Base.

Ht. on Base, 60"x18". Wt. on Base, 44 Lbs. Price\$69.50

Base 15.00 Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

ALKUNO & CO. 408 Concord Ave. New York 24, N. Y. Melrose 5-7757



NAMA Invites Firms To Sked Sales Meets During 1949 Confab

CHICAGO, Sept. 3.—A blanket invitation to manufacturers and suppliers in the vending machine field to schedule sales meetings during the 1949 convention was issued this week by the National Automatic Merchandising Association (NAMA).

Ford S. Mason, NAMA president said: "Every conventioneer will be sales-minded . . . at the 1949 show, a fact conducive to conferences where salesmen can meet the men who use their products or who may be sold on using them in the future."

The 1948 NAMA convention and exhibit was attended by over 4,000 operators, manufacturers and suppliers, Mason reported. With much more space on a single floor and the promise of many new and improved vendors and products this year, officials predict that over 5,000 visitors will journey to Atlantic City for the larger 1949 show.

Distribut Airs Views On Scale Operation

(Continued from page 95) pennies in circulation now than at any time in the nation's history, because of sales taxes, etc., the potential earnings of scales are as great, or greater, than formerly.

Pointing to the wide divergence of profitable scale operations, sizewise, Barok reports records show individual operators have as many as 1,000 units, while over 6,000 operators have from 10 to 300 units.

According to Barok the average annual gross of a scale is \$50.

BRADLEY CUP MACHINE

(Continued from page 95) is of the hermetically sealed capillary type.

The Junior Model D lists at \$895, f.o.b., Cortland. Changers are supplied as optional equipment. E. A. Dunning, vice-president in charge of manufacturing, said the company had set as its goal the output of 100 units a month.

Officers of Bradley-Edlund, in addition to Dunning, are W. J. Dunning, president; Earl Mason, vice-president in charge of sales, and C. Goodwin Bradley, secretary-treasurer.

Memphis Tobacco Axes Mail Cig Sales to Ark.

LITTLE ROCK, Ark., Sept. 3.—The Memphis (Tenn.) Tobacco Company has advised State Revenue Commissioner Dean Morley that it has discontinued mail order shipments of cigarettes to Arkansas.

Commissioner Morley said that if evidence of mail order purchases of cigarettes by Arkansans from other firms are uncovered, he will ask federal authorities to act.

Dixie Declares Dividend

NEW YORK, Sept. 3.—Dixie Cup Company's board of directors declared Class A and common stock dividends this week. For Class A, dividend No. 81 (regular quarterly) of 62½ cents per share is payable October 1 to stockholders of record September 10.

Get Better Charms—Better Values from America's Largest Charm Manufacturer! Famous Charm Series #1, #2, Big Charm Series #2, Skulls, Rings, Jingle Bells, Fun-Faces, A to Z Alphabet Charms, Fortune Balls, Filled with Prize. SAMUEL EPPY & CO., INC. 113-08 101st Ave., Richmond Hill 19, L. I., N. Y. TEL. Virginia 7-4281. Order Today — Empty Your Machines Faster

WE'VE TRIED THE REST—NOW WE'VE GOT THE BEST! ACORN Super 1c or 5c All-Purpose Vendor for Charms and Ball Gum. \$13.45 EA. ORDER TODAY! SPECIAL! WALT DISNEY CHARMS \$2.75 PER LB. AMERICAN DISTRIBUTORS 1349 Fifth Ave., Pittsburgh, Pa. 12946 Linwood, Detroit, Mich. 111 W. Columbus Drive, Tampa, Fla.

HERE'S A SIMPLE STORY! ACORN 1c or 5c All Purpose Bulk Merchandiser Simply sells all types of bulk merchandise as fast as you load it! WRITE TODAY! CAMEO VENDING SERVICE 432 W. 42d St. New York 19, N. Y. LOngacre 3-1334

Complete, Separate Service Heads on ACORN 1c or 5c All Purpose Bulk Merchandiser Fast to service and exchange on location. Extra heads—removed simply by unlocking—give you many more Acorn Vendors at minimum investment. Write today! Operators Vending Machine Supply Co. 1023 South Grand, Los Angeles 15, Calif.

HERE'S A SIMPLE STORY! ACORN 1c or 5c All Purpose Bulk Merchandiser Simply sells all types of bulk merchandise as fast as you load it! WRITE TODAY! HANKIN DISTRIBUTORS, INC. 708 Spring St., N. W. Atlanta, Ga.

ACORN 1c & 5c ALL PURPOSE BULK MERCHANDISER. Built for action . . . built for profits . . . built by operators who understand operators' problems. Don't miss the boat—it's terrific! Write today for information! M. J. Abelson, Gen. Sales Mgr., 1347 Fifth Ave., Pittsburgh, Pa. Ph.: AT 6478. IIAK MFG. CO., INC. 11411 Knightsbridge Avenue Culver City, California

CHARMS—The Biggest & Best Assortment NEW! 3/8" Treasure Balls with Tattoos . . . \$12.50 M with Free Stickers for your machines TREASURE BALLS With Key Chain . . . \$18.00 M With Balloons . . . 14.00 M With Dice . . . 12.50 M With Bracelet . . . 5.50 Gr. #494 ANIMAL CHARMS #494 Bright Plastic . . . \$3.00 M #494M Metal Plated . . . 5.75 M #494 Color Plated . . . 5.75 M #494C 24 Kt. Gold or Silver Plated . . . 6.75 M #494 Metallic Plastic Bronze or Silver . . . 3.25 M #3 Asst. Small Plastic Charms . . . \$2.50 M #3M Asst. Small Metal Plated Charms . . . 4.50 M President Buttons — Pictures and Dates of Office of the 32 Presidents of the U. S.—Washington to Truman . . . \$6.00 M KARL GUGGENHEIM, INC. 33 Union Square New York 3, N. Y.

WRITE FOR OUR FREE ILLUSTRATED CATALOG RUSH YOUR ORDER TODAY VICTOR'S AMAZING NEW TOPPER 1 to 3 Cases \$43.00 Per Case (\$16.75 Per Mach.) 4 to 11 Cases \$42.00 Per Case (\$16.50 Per Mach.) 12 to 34 Cases \$41.00 Per Case (\$16.25 Per Mach.) 35 Cases or More \$40.00 Per Case (\$16.00 Per Mach.) Prompt Delivery. VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE Non-Coin Operated OPERATOR MAKES \$4.20 Per Week On Sale of 2 Lbs. WRITE FOR DETAILS YOU COLLECT PROFIT IN ADVANCE WE TAKE TRADE-INS—LIBERAL ALLOWANCE 1/2 Deposit, Balance C O. D. VEEDCO SALES COMPANY 2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

DO YOU KNOW?

You can buy all machines made by Victor Vending Corp., Northwestern Corp., A. B. T. Corp., Silver King Corp., Hamilton Scale Co., Marion Scale Co. on TIME PAYMENTS paying for them in 20 weeks? Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

Mfrs. Optimistic as They Cut to Normal Production

(Continued from page 95) on bulk vender makers follows: Northwestern Corporation, Morris, Ill., in production at the rate of 2,500 units per month on its six-model line. With recent 10 to 13 per cent reductions in price (The Billboard, July 23) President W. E. Bolen lists per unit prices as \$8.95 for Model

40; \$9.95, Model 33 Ballgum; \$10.95, Model 33; \$12.25, Model 39. Firm's Model '49 line, which was not reduced, remains at \$17.55, with a \$17.25 tag on over 25 unit orders. Bolen reports that the lowest quantity discount is allowed on purchases of 100 or more machines, but that the price differential between a "sample" (single) machine and the lowest quantity price is only 50 to 60 cents, depending upon the model.

Victor Line

Victor Vending Corporation, Chicago, in production on a four model line, lists prices for its units as follows: Topper (per case of four machines) \$10.50 each, with per unit price dropping to \$10 on over 100 machine orders; Model V, \$12.75 each, packed two in a case, with a \$12 peg on over 23 machine orders; Custom Universal, \$13.95, with over 23 unit orders \$13.50 each; Deluxe Universal, \$14.95, with over 23 quantity orders at \$14.40 each; Model VK, \$12.25, over 23 at \$11.50 each. There is an extra charge of 50 cents per unit if desired with smooth synthetic red baked enamel finish. All models may also be had in cabinet type, which adds \$2 to the per unit price. Latter feature 25 per cent greater capacity and plastic front.

Atlas Manufacturing & Sales Corporation, Cleveland, producing 1,500 units per month, does not have special quantity prices for operators. W. A. Jenkins, president, quotes a per unit price of \$14.50 for firm's line of bulk venders. This is a \$2 increase over former price, effected late last year.

Oak Manufacturing Company, Los Angeles, lists its Acorn Vendor at \$13.95; \$13.45 when purchased in lots of over 100.

Columbus Vending Company, Columbus, O., offers Model 46Z at \$13; 2 to 11 units, \$12; 12 to 47, \$11.50. Model 46ZB, \$13.75 each; 2 to 11 units, \$12.75; 12 to 47, \$12.25.

Silver-King-Corporation, Chicago, in production on a line of bulk venders priced from \$13.95 to \$45 for target type units. H. F. Burt, president, states the current price list has been in effect since the present corporation was formed in 1945. Firm's Silver King and Charm King lines list for \$13.95 for samples, with price dropping to \$10.55 on orders of 50 or more.

Fielding Drops Price

Fielding Manufacturing Company, Jackson, Mich., producing about 1,000 units per month, lowered prices in May this year. Sample lists for \$6.95 (formerly \$7.50), with six unit orders priced at \$6.75 each (was \$7.50) and 12 and over orders bringing per unit price to \$6.50 (formerly \$7.25).

Boyd Manufacturing Company, Valley Station, Ky., offers its "Lucky Boy" Vendors for \$9.75 each, with \$7.75 each the peg when 25 and more are ordered.

Trimount Coin Machine Company, Boston, is no longer manufacturing bulk venders, firm's David Bond reports.

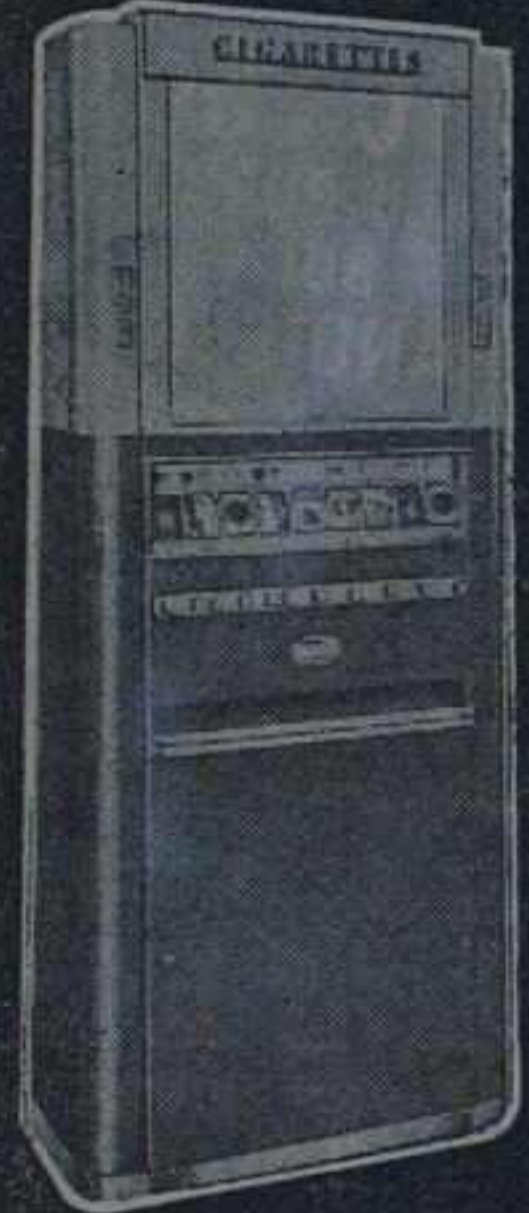
Ford Gum & Machine Company, Inc., Lockport, N. Y., continues to offer a per unit price of \$20 which includes placement on location and a stock of 500 Ford Branded Ball Gum. All units are placed on an exclusive territorial basis, with 500 units the minimum order. Ford S. Mason, president, states that his firm has not changed the price of its machines during the past 15 years.

Bastian-Blessing Dividend

CHICAGO, Sept. 3.—Bastian-Blessing Company announced this week that a 75-cent quarterly dividend has been declared for the third quarter. It is payable October 1 to stockholders of record September 15.

NOW... delivering

THE NEW DuGRENIER ELECTRIC CIGARETTE MERCHANDISER



Place your order for new DuGrenier Electrics TODAY and your machines will be on their way to you immediately! The machine is perfect... exhaustive location tests are the proof.

Get those top spots with the new DuGrenier Electric... the simplest and finest electric cigarette merchandiser... PRICED RIGHT FOR PROFITS!

Write for complete descriptive literature, prices and name and address of representative nearest you.

ARTHUR H. DuGRENIER, INC.

Manufacturers of America's Finest Cigarette Merchandisers

15 Hale Street Phone: 3-3855 Haverhill, Mass.

ATTENTION—25c & 30c CONVERSIONS

Silver Quarter or combination Nickel-Dime Guaranteed Parts. Expert Workmanship.

CIGARETTE MACHINES

Table of cigarette machine prices including National Electric, Uneeda, and Rowe models.

CANDY MACHINES

Table of candy machine prices including National, Rowe, and Vendit models.



SALE \$65.00 Candyman 72 bar cap. En closed base



SALE \$62.50 DuGrenier MODEL W, 9 col., 308 pack cap., also WD model

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models

UNEDA VENDING SERVICE "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" 166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

NEW VENDORS

Table listing various vending machine models and their prices, including Silver Kings and Master models.

NEW COUNTER GAMES

Table listing counter games such as Buddy, Silver King, and Kicker.

NEW SLOTS

Table listing slot machines like Col. Bell and Mills.

REBUILT CIGARETTE MACHS.

Table listing prices for rebuilt cigarette machines.

RECONDITIONED VENDORS

Table listing prices for reconditioned vending machines.

SEND FOR COMPLETE PRICE LIST-B OF COIN OPERATED MACHINES & SUPPLIES 1/3 With Order, Balance C. O. D.

RAKE COIN MACHINE EXCHANGE 609 SPRING GARDEN ST. PHILA. 23, PA Lombard 3-2676

VENDING MACHINES

RECONDITIONED—REBUILT Ready for Location

Table listing prices for various cigarette and candy machines.

CANDY MACHINES

Table listing prices for candy machines.

L. H. CANTOR 11219 Superior Ave. Cleveland 6, Ohio

BUY WITH CONFIDENCE FROM STEINER

Table listing prices for Steiner reconditioned machines.

All Equipped With King Size Cols. 1/3 Dep. Bal. C. O. D. Write for Details on Our NYLON DEAL STEINER MANUFACTURING CO. Serving the Trade Since 1927 363-S Hudson Ave. Brooklyn 1, N. Y. Phone: TRIangle 5-9025

Another in the great family of Electro Distributors...

STATE ELECTRO DISTRIBUTORS

710 Ninth Chester Bldg.
1845 East 9th St.
Cleveland 14, Ohio

Distributors of Electro in Ohio, Indiana, Kentucky and Wisconsin



America's Finest All-Electric Cigarette Vending Machine

EASTERN ELECTRIC VENDING MACHINE CORP

GENERAL MOTORS BLDG. NEW YORK 16, N.Y.
A PRODUCT OF C.S. LABORATORIES

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Sept. 1, 1934.—The Metropolitan Skill Games Board of Trade won its lengthy court battle to have diggers legalized. The hearing on the digger in question developed into a digger match in court between the police and a supposed skilled digger player. The court told him which items he should try for and the player managed to latch onto each with his crane. During the exhibition the player took out an estimated \$20 worth of merchandise for the \$4.70 in nickels he put in the digger. Following the ruling the digger business boomed in New York.

Meanwhile, in New Jersey, the Newark director of public safety recommended dropping of the limitation clause on the number of pinball games. His recommendation was accepted. Prior to September, 1934, the number of pins in Newark was limited to 1,500. One reason for dropping the clause was the fact that favoritism in the issuance of licenses was charged by several coinmen. . . Ray Moloney, Bally president, announced that firm had its best summer business in its history. . . Games proving money makers for ops in September, 1934, included Genco's Subway, listed at \$29.50; Bally's Champion; Exhibit Supply's Golden Gate; Pacific Amusement's Major League and Gottlieb's Push-Over.

Reports originating in principal cities indicated that the growth of the coin machine business in France was amazing. While pin games were the favorite of the French players, the fad in 1934 was diggers and, as a result, hundreds of locations had them. Another new development was the sudden spread of arcades thruout the country. In Paris, several arcades opened almost overnight in the capital's busiest sections. Marseilles had become the center of business for the South France coin biz and many American jobbing firms opened offices there. At Lyons, diggers and pins were being sold like hot cakes by Humbert & Company. . . F. Burgeson, Jennings representative, had an office in Denver. Later Burgeson became one of Jennings leading distributors in Iowa and Minnesota.

One of the newer top locations in '34 was the bus terminal. Some ops went so far as to sign contracts with bus companies to place equipment in stops along bus routes. . . Otto Jaeger, pioneer in the development of venders, died.

10 Years Ago This Week

CHICAGO, Sept. 2, 1939.—Pointing up the growth of the vending business was the large number of operators attending the Candy Show in Chicago. In previous years the same event drew only a smattering of automatic merchandising operators. . . Straight novelty games were ruled okay in Oregon. . . Most of the industry was girding for heavy fall play with little knowledge that the second World War was about to get under way. Coan-Stetteland Company, Madison, Wis.,

Mass. Okays Tobacco Tax

BOSTON, Sept. 3.—Over violent protests from 250 dealers and manufacturers Gov. Paul Dever signed into law a new 10 per cent tax on cigars and tobacco sold at retail to become effective December 1. An additional 1 cent tax on cigarettes also was approved in the closing days of the session of the Legislature. This tax will go into effect September 1. The proceeds from the cigar and tobacco tax will be used to finance a \$4 a month bonus to Massachusetts old age assistance recipients for "leisure time activities." Associated Greater Boston Tobacco Retailers protested in person and thru front page newspaper ads, pointing out that consumers have contributed \$120,847,201.38 since the enactment of the Massachusetts Cigarette Tax Act in 1939.

completed expansion work on its plant. Later this firm became known as Coan Manufacturing and turned out U-Select-It machines.

Business was booming in New Orleans, partly from a general improvement in the nation's business and partly because of an exceptional summer tourist trade. . . One of surprises of the week was the debut of the Jennings In-a-Bag bulk vender. This served peanuts in a paper bag. . . Other new products included Genco's Mr. Chips, Keeney's '39-Super Track Time, Chicago Coin's Sports, Western Products Jitterbug Ball, Baker Novelty's Pick-a-Pack cigarette vender, Daval's Triple Threat, Stoner's Davy Jones, H. C. Evans' Lucky Star and D. Gottlieb's Deluxe Grip Scale.

Among the new Detroit operating firms were the Nelson Amusement Company, Legal Coin-Machine Company and the North Woodward Amusement Company. . . Joe Ash Active Amusements, Philadelphia, completed remodeling his new showrooms. . . The Billboard's Record Buying Guide listed *The Man With the Mandolin*, *The Jumpin' Jive* and *Moon Love* as the top three tunes of September, 1939. Other songs picked to make hits before the end of the year were *Are You Having Any Fun?*, *Mexiconga* and *What's New?*

Indiana ops were making their first attempts to form an association. . . Music activity continued to rise to new heights. In September, 1939, Wurlitzer, Rock-Ola and Mills had trailers touring the country as well as scores of field men covering practically any town which could possibly handle a juke. In addition to the steady sale of new equipment, several firms were making a success of selling more up to date fronts for old machines. . . A long strike of ferry boat workers ended in the Seattle area, giving ops in Washington's largest city a new lease on life. The stopping of the ferries had hurt Puget Sound ops at a time when they should have been doing their best business.

R-M Displays New Coffee-Coke Machine For Dixie Operators

CHATTANOOGA, Sept. 3.—Rudd-Melikian, Inc., placed its new combination hot coffee-soft drink Kwif Kafé vender on display at the Hotel Patten here Tuesday (30). Showing unveiled the unit for operators in this area.

K. C. Melikian, vice-president, said the vender dispensed 450 servings of coffee and 650 servings of Coca-Cola.

Congress Pigeonholes

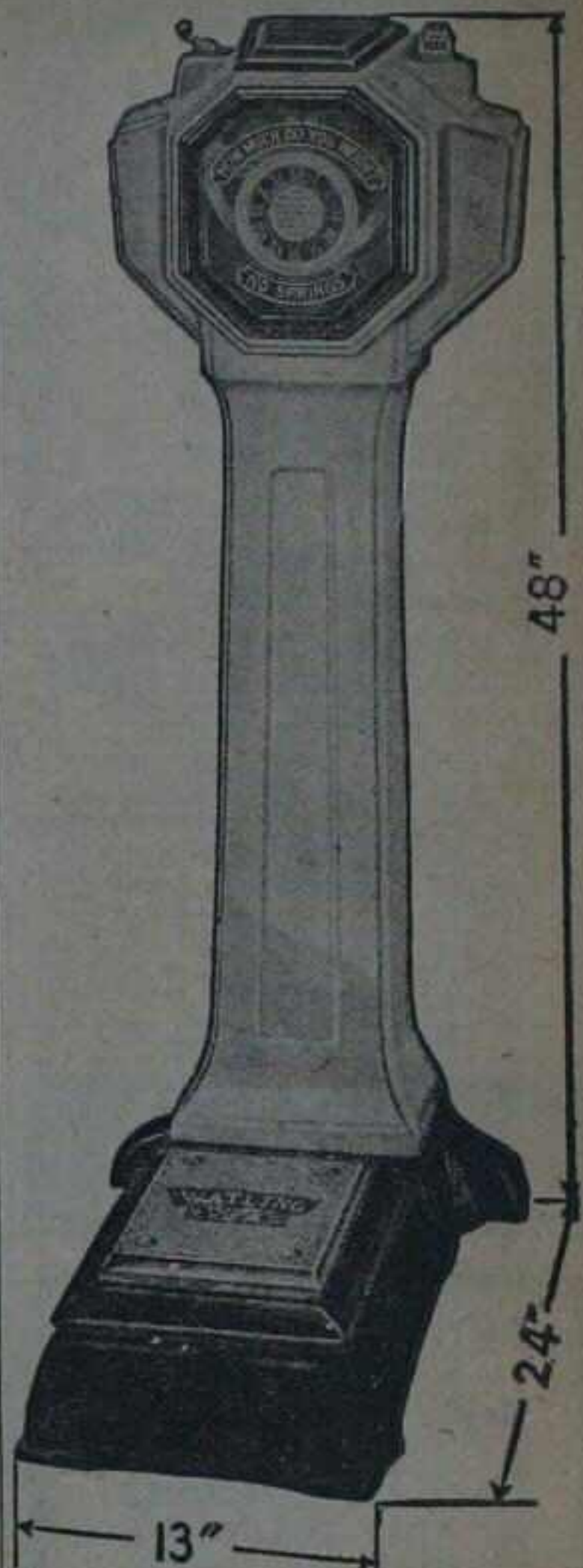
Mail Order Ciggie Bill

WASHINGTON, Sept. 3.—With the bill restricting mail order sales of cigarettes having again failed to pass the Senate on a call of the unanimous consent calendar Saturday (27), the House - approved measure seems doomed at least for this session.

The bill is designed to aid the States in collecting their cigarette taxes by forcing mail order firms to register their invoices with State tax collectors. Tho the bill has the approval of the Senate Finance Committee as well as the House, several senators have objected to it on the grounds that it sets a precedent for the federal government to enforce State tax laws.

R. W. Bowdidge Announces Affiliation With New Firm

SALT LAKE CITY, Sept. 3.—R. W. Bowdidge has announced the discontinuance of the Utah-Idaho Distributors, in which he had been a partner. Bowdidge is now manager of the Automatic Dispensers Company here, dealing in sales and service of drink dispensers and change-making equipment.



\$25 DOWN
Balance \$10 Monthly

Buy this penny weighing scale. The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

NET WEIGHT 119 POUNDS
WRITE FOR PRICES
Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago.

CHARMS
NEW PLATED FOOTBALLS EMBOSSED WITH NAMES OF COLLEGE TEAMS
COPPER PLATED FOOTBALLS \$ 6.00 per M
GOLD PLATED FOOTBALLS... 10.00 per M
Penny King Company
415 Neptune Street Pittsburgh 20, Pa.

TOPPERS
Efficiently vends ball gum, charms and other bulk merchandise
Packed 4 to Case \$43.00 per case. (Request quantity prices)
WRITE FOR CATALOG on bulk merchandise gum, etc.; amusement games, music boxes etc.
PARKWAY MACHINE CORP.
Dept. 20
622 W. North Ave
Baltimore 17, Md.

HOLD EVERYTHING for the NEW KOFFEE KING
New Futuramic Hot Coffee Vendor

THE "CHALLENGER"
THREE MACHINES IN ONE
\$10.00 to \$50.00 Weekly on Location!
TROPICAL TRADING CO.
549 W. Washington St., Chicago 6 Illinois

BRAND NEW LUCKY BOY VENDORS
\$9.75 Lots of 5 \$8.75
EACH 1c or 3c MODEL Lots of 25 \$7.75
Nut and Charm Vendors hold 3 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.
BLOYD MFG. CO.
VALLEY STATION, KY.

for the first time

VACUUM PACKED BULK SALTED NUTS

Guarantees "Factory Fresh" Delivery To You



Yes, we can now deliver salted nuts in 25-lb. Vacuum Packed Metal Containers which give you absolute assurance of "Factory Fresh" nuts as long as the containers remain sealed. This is another "Asco First." And look at the low prices.

SPANISH PEANUTS 28¢ lb.
FANCY MEDIUM VIRGINIA PEANUTS 33¢ lb.
WHOLE CASHEWS (28 per oz.) 60¢ lb.
MIXED NUTS (25% Peanuts, 25% Cashews, 10% Filberts, 20% Almonds, 10% Pecans) 62¢ lb.

Packed in 25-lb. Containers in Wood Case. Prices F. O. B. Newark, N. J.—Cash With Order.

Order a Sample Case Today and You'll Re-Order Many More Tomorrow. Send for Complete Merchandise Price List.

VENDING MACHINE EXCHANGE
ASCO 55-57-59 Branford St., Newark 5, N. J. Bigelow 3-7744-5

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

(Continued from page 32)

<p>Little Mother of the Hills Blue Sky Boys (Shake Hands) V(78)21-0108; (45)48-0111</p> <p>Molly and Tenbroeks B. Monroe & His Blue Grass Boys (I'm Going) Col 20612</p> <p>New Orleans Stamp J. Dunnigan, R. Gilbert & the Louisiana Swing Boys (Up Jumped) World 1514</p> <p>Ol' Pharo Didn't Know My Lawd C. Boyd (Got on) Donett 333</p> <p>Pass the Turnip Greens B. Boyd-L. Boyd (Poison Ivy) V(78)21-0109; (45)48-0112</p> <p>Poison Ivy B. Boyd-M. Montgomery (Pass the) V(78)21-0109; (45)48-0112</p> <p>Sailor's Plea R. Lindsey (Penitentiary Blues) Talent 711</p> <p>Smoky Mountain Moon J. Work (I Would) Dec 46181</p> <p>Shake Hands With Your Mother Today Blue Sky Boys (Little Mother) V(78)21-0108; (45)48-0111</p> <p>Tennessee Border—No. 2 Homer & Jethro (I'm Gettin') V(78)21-0110; (45)48-0113</p> <p>The Letter I Never Did Mail C. Boyd (Horse Pickin') Donett 555</p>	<p>This Cold War With You F. Tillman (I'll Never) Col (78)20613; (LP)20615</p> <p>Too Many Teardrops C. Boyd (Do You) Donett 211</p> <p>Up Jumped the Boogey Man R. Hefflin, R. Gilbert & the Louisiana Swing Boys (New Orleans) World 1514</p> <p>Why Don't You Haul Off and Love Me B. Nettles & His Dixie Blue Boys (Do Right) Merc 6209 BMI</p> <p>Why Don't You Haul Off and Love Me P. Pyle (Think Twice) Bullet 689 BMI</p> <p>Women Make a Fool Out of Me J. Bond (Drowning My) Col (78)20609; (LP)2-319 BMI</p> <p>Wrong Number Red River Dave (First Love) MGM 10507</p> <p>You Can't Take Texas Out of Me S. Cooley (I've Got) V(78)20-3547; (45)47-2040</p> <p>You're Gonna Change (or I'm Gonna Leave) H. Williams (Lost Highway) MGM 10506</p> <p>You'll Never Have My Love Any More F. Willing & His Riders of the Purple Sage (Your Tears) Cap 57-40228 BMI</p> <p>Your Tears Came Too Late F. Willing & His Riders of the Purple Sage (You'll Never) Cap 57-40228 ASCAP</p>
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New W. Va. Firm Chartered

CHARLESTON, W. Va., Sept. 3.—Secretary of state has issued a charter to Delbarton Amusement Corporation, of Delbarton. Authorized capital stock is \$30,000, of which \$15,000 is paid-in. Incorporators are: F. M. Allara and T. W. Hope, both of Matewan, and T. B. Harvey, of Delbarton.

A MONEY-MAKER ON EVERY LOCATION! SILVER KINGS "HUNTER"

Only \$45.00 F. O. B. Aurora



Nets Up to 75¢ of Every Dollar You Take In!

"A real money maker from the moment you install it!" That's what operators say about the new "Hunter." But that's not all. Look at these two features: 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75¢ out of every \$1 the "Hunter" takes in. Can you beat that for a "Gold Mine?" Order now through your jobber or write for illustrated literature.

Silver King Bulk Vendors low as \$10.55 in quantities. "Hot Nut," Nut and Ball-Gum Vendors, 1¢, 5¢, 2 for 1¢. U. S. and Foreign Coins.

SILVER KING CORP.
 622 Diversey Parkway Chicago 14, Ill.

VENDING MACHINE EXCHANGE
ASCO 55-57-59 Branford St., Newark 5, N. J. Bigelow 3-7744-5

ADVANCE STICK GUM MACHINE

Single Column, 1c or 5c Write

ALL MERCHANDISE AT LOW COST - Write SHIPMAN STAMP FOLDERS.

LOW COST. WRITE.

New ABT Challenger.....	\$42.50
Gottlieb Grip 3-Way.....	24.50
Bouncer.....	34.50
Advance Electric Shaker.....	18.75
Advance Model D Ball Gum.....	11.90
Advance Model M Bulk Vend.....	12.60
Advance Hershey Bar Vend.....	Write
Advance Duplex-E Sanitary Napkin Vender.....	Write
Listo Sanitary Napkins.....	Write
Selecteria, Used, 4 Col. 64 Bars.....	50.00
Adams 4 Col. Gum.....	22.50
Card Vendor.....	12.50
Cards, All Series, M.....	4.00
Acorn Vendor.....	13.95
Penny Weighing Scale, in Case.....	18.50

USED BULK VENDORS, ALL MAKES OVER A THOUSAND NEW MACHINES ALWAYS IN STOCK
 Factory Distributors
 1/3 Deposit, Balance C. O. D.

J. SCHOENBACH
 1645 Bedford Ave. Brooklyn 25, N. Y.

Schneller Adding Features to Game

PHILADELPHIA, Sept. 3.—Lennie Schneller, of Nate Schneller, Inc., producers of Nasco pin game conversions, announced this week that the game, Cleopatra, is now being re-released with several features of Film Cavalcade, the most recent Nasco product.

Cleopatra, introduced to the trade several months ago, was converted from Tropicana.

Intro New Finishing Unit For Use by Manufacturers

DETROIT, Sept. 3.—A new finishing machine that is said to achieve smooth, vibrationless operation with straight-line rubbing, sanding and polishing is being introduced by the Detroit Surfacing Machine Company. An electric-driven, portable model, it is used in straight-line sanding, duplicating the natural back-and-forth motion of hand work.

The model is designed to work right up to moldings or right angles without marring. Designed for one-hand operation, an additional front handle is readily attached when two-hand operation is useful. A new type of abrasive (sandpaper) holder permits attachment of several sheets at one loading.

The new patented drive mechanism and other features have been developed by engineers of the company and of the Dobson Engineering Company, and placed on the market after two years of field tests.

Sked Re-Argument In Pa. Soft Drink Tax Legality Fight

HARRISBURG, Pa., Sept. 3.—With several additional briefs in the hopper, Dauphin County Court has listed a re-argument on the nearly two-year-old soft drink tax constitutionality fight of bottlers and manufacturers.

The re-argument is scheduled for September 16 in equity suits brought by the Penn Syrup Company, the Philadelphia Coca-Cola Bottling Company and the Pepsi-Cola Company against the State Department of Revenue.

Meantime, the revenue department is cracking down on bottlers to keep a closer check on taxes. Now they must use crown stamps on all bottles, showing the tax has been paid. This regulation went into effect September 1.

The soft drink levy—1 cent for each 12 ounces of bottled drink and 1/2 a cent an ounce for fountain sirup—was the subject of a bitter fight in two sessions of the State Legislature. It was first imposed in 1947 and renewed by the 1949 session for another two years. Annual revenue amounts to about \$14,500,000.

Chief point of the bottlers and companies in seeking to have the levy declared unconstitutional is that it is imposed at an equal rate on sirups and drinks "with substantial variation in quality."

Diamond Match Eliminates Midwestern Sales Division

NEW YORK, Sept. 3. — Diamond Match Company has realigned its domestic sales territory into two major divisions, Eastern and Western. Vice-President Victor Kendall announced this week. Formerly the company's sales division had been operating with three divisions; Eastern, Western and Midwestern. Latter division has been eliminated and its territory divided between the first two, so as to give each approximately equal population coverage.

O. E. Lowe, former Midwestern manager, will head the new Western division. Eugene Reed continues as manager of the expanded Eastern division.

LOWEST PRICES IN YEARS

You Can Get More Money for Other Brands, BUT YOU CAN'T BEAT OUR "SUN BRAND" PISTACHIOS

For Quality Nor Prices

Extra Jumbo Size, Red, 30 count . . . 57¢ lb.
 Jumbo Size, Red, 34 count, per oz. . . 54¢ lb.
 Special Blend Size, Red, 40 count . . . 52¢ lb.
 Large Size, Red, 45 count, per oz. . . 44¢ lb.
 White, salted, instead of red, deduct 10¢ lb.
 Minimum order 200 lbs., otherwise add 2¢ lb.

Lower prices for 500 lbs. or more Packed in Triplex 5 lbs. moisture proof bags and shipped 12 to a carton.

Write for our prices on cashews, etc.

AMERICAN PISTACHIO CORP.
 Importers and Roasters for over 20 years
 111 Reade St., Dept. 15, New York 13, N. Y.

HAVE YOU NOTICED

the increasing number of successful operators placing CUSTOM BUILT UNIVERSAL on location!

Only \$13.50 Each (24 or more)

PROMPT SHIPMENT!
 R. H. Adair Company
 6724 W. Roosevelt Rd. Oak Park, Ill.

Send for free leaflet showing Custom Built Universal and other Victor Profit Producing Vendors.

CORRECTION

One item under "Cigarette Machines" in our Sept. 3 ad was incompletely described. It should have read:
NATIONAL ELECTRIC, 9 Cols. . . \$199.50
UNEEDA VENDING SERVICE
 166 Clymer St. Brooklyn 11, N. Y.
 Phone: EVERgreen 7-4568

WANTED
 Sales Manager with experience handling and building national sales force to make quantity vending machine sales, with modern unit under \$50.00. Only men capable of making \$75,000 up yearly need apply. Override basis only. Well established and rated Eastern corporation with 100% clean record makes this offer. Complete record of experience and references must accompany first inquiry. Write **BOX D-234**, c/o The Billboard, Cincinnati 22, O.

WALT DISNEY CHARACTER CHARMS



INCREASE SALES 500%
 Get more "FACE" value for your Charm Dollar.
DISNEY CHARACTER DECALS AVAILABLE IN FULL COLOR
 Vends perfectly with 210 Gum and all Bulk Merchandise. Operators, contact your distributor. Distributors, contact us!

CHARACTER CHARMS, INC.
 1607 E. 16th St. Phone: Richmond 7-4141 Los Angeles 21, Calif.
 Western Sales Office: 1023 S. Grand Ave. Los Angeles 15, Calif. Phone: Richmond 5264
 Eastern Sales Office: 1349 5th Ave., Pittsburgh 19, Pa. Phone: ATlanTic 6478

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS.

Write now for SPECIAL PRICES AND SAMPLES OF OUR METAL AND PLASTIC CHARMS, STONE AND LAMIN RUBBER, WEDDING RINGS, NIKES, JACKS, BALLONS, CRULLERS, ETC.

BECKER VENDING SERVICE - BRILLIANT! WISCONSIN

FALL BIZ UPSWING UNDER WAY

Coin Machine Pic Brightens In Twin Cities

Music, Pins Lead Way

MINNEAPOLIS, Sept. 3.—Upswing in business, with pins and music getting a good share of the play, is under way in the Twin Cities market, according to jobbers.

For the first time in months operators are coming in to buy equipment for their routes, with the new array of pins of special interest to many of them.

Summertime business was 30 to 40 per cent off that of the rest of the year, but operators are looking ahead to the post-Labor Day season when they expect activity to move upward at all of their locations.

Distributors report that the new pin games being introduced by the manufacturers is intriguing many operators who are ordering heavily to have machines on hand.

Aireon Appoints Pittsburgh Rep

KANSAS CITY, Kan., Sept. 3.—The Keystone Music Company, Pittsburgh, this week was named distributor for Aireon Manufacturing Corporation by Bernard D. Craig, general sales manager. Keystone will cover Western Pennsylvania and a part of West Virginia for Aireon, Craig reported.

Keystone is headed by Anthony Ripepl, who has been operating music equipment in the Pittsburgh area for many years. Accepting the Aireon distributorship marks his entry into this phase of the business. Keystone headquarters are at 1431 Fifth Avenue, Pittsburgh, where a complete Aireon line of equipment and parts will be maintained.

Videograph in Move To New H'dquarters

NEW YORK, Sept. 3.—Videograph Corporation, producers of a coin-operated, combination juke box-television set, moved its executive offices this week to 701 7th Avenue here and its factory facilities to 238 Williams Street.

The firm was formerly located at 601 West 26th Street.

Juke Op Seeks Injunction

LOS ANGELES, Sept. 3.—Pete S. Pellegrino, juke box operator, filed suit in Superior Court here seeking an injunction against the International Brotherhood of Electrical Workers (IBEW). The suit is one of a number filed in a jurisdictional dispute between the IBEW and the Teamsters Union.

Association Moves

TARRYTOWN, N. Y., Sept. 3.—Headquarters of the Automatic Music Operators Association here has moved its headquarters from 68 Main Street to 174 Valley Street. Secretary of the group is S. Pollack.

Selling Music Pays Off

Missouri Brothers Hit Jackpot With Modern Operating Methods

COLUMBIA, Mo., Sept. 3.—Freddy and Lawson Obermiller, brothers, have become outstanding examples of how music operators can build their business into a successful operation and at the same time become an important part of their community. They have developed the business of selling music into a science, with the result that locations find their music machines going full-blast most of the time.

Whether making selections for boisterous campus dance centers or comfortable, cool restaurants catering to more sedate adults, the Obermiller brothers always know their audiences. They spend many hours each week keeping abreast of musical trends, location preferences for types of music, and even seasonal changes in the activity of the public. They pick their music to fit the mood of each establishment's audience.

Says Freddy: "We sell music, not

just machines that play tunes. It is a service that we want our customers to appreciate. They know the kind of music they like. We do our best to make it available to them."

He pointed out that Columbia, with Stephens and Christian girl colleges, the University of Missouri and the town's greatly increased business activity in recent years has provided one of the most diversified audiences to be found. Here are people from all the nation, bringing with them their individual and territorial appreciations for music. Tastes vary greatly and must not be overlooked.

Not long after they started their little business while students at University of Missouri in 1943 the brothers realized the need for establishing methods to determine the kind of music that would be played most.

"We hadn't thought much about making our handy sideline into a business, but after graduation we

(See Missouri Brothers on page 110)

Record Inventory System Helps Operator Slice Disk Costs 25%

CHESTER, N. Y., Sept. 3.—Perfection of an inventory system, leading to the close control of every record placed in juke boxes thruout his extensive route, was credited by R. C. Carpenter this week with reducing his record costs by 25 per cent since he instituted the system about six years ago.

Carpenter has taken from his routemen the responsibility of picking records for their stops and has given the job to one man who, over the years, has become a specialist in this all-important work. George Wilson, Carpenter's record specialist, prepares the records each routeman takes with him on his day's tour, permitting the routeman to get in and out of locations in a minimum of time

and with a minimum of haggling with location representatives over which and how many new records are to go into phonographs.

War-Time Step

Carpenter, whose route extends in a 25-mile radius from his base here, said the system was begun in 1943 when war-time shortages in man power forced him to streamline his operation. But it has worked out so successfully, he stated, "that we no longer plan to return to the old method."

Each of the operation's routemen (Carpenter has 10 employees), on checking in at the end of his daily tour, places in a special file the record requests received that day. These

(See Disk Inventory on page 106)

Juke Op Airs Views on How To Make Summer Stops Profitable

HARTFORD, Conn., Sept. 3.—Jim Tolisano, head of Superior Music Company, has some experience-backed ideas on "summer only" placement of juke boxes. Such locations should not be looked upon as temporary spots, good only for grosses during the short summer season with hit or miss installation of older, spare machines, he states.

Operating resort and similar seasonal locations several years ago, Tolisano has since discontinued the practice. Instead he now takes a different approach to the placement of music equipment in such spots. With Superior Music, these locations are no longer 8-week (or the normal resort season) stops. Those that cannot be utilized as even marginal year-round locations have been eliminated entirely. In his own words: "The operator who wants to push all his efforts behind summer stops should look around his own territory, take the best summer stops and convert these into year-round operations. Profits are better and the headaches fewer."

In the long run if a location is good for only the summer it is not a worthwhile proposition, Tolisano says.

Formerly, when he operated seasonal locations, only machines in A-1 shape were used, as customers looked and asked for new equipment. With the screening of such locations so as to create year-round stops, use of newer machines was justified and proved profitable. With the high summer gross serving to balance the lean fall, winter and early spring months, a reasonable annual profit can be expected.

Pointing up additional factors against purely summer season placement of equipment, Tolisano said the distances, often 50 and 55 miles out, plus added service calls which usually are more frequent than in city spots, eat too heavily into profits. When such installations are on a year-round basis, however, these costs are absorbed more readily and a better profit picture is realized.

Best bets for summer stops, which can be converted into full 12-month locations, are lake resorts where winter activity (such as sleighing, ice skating, tobogganing, etc.) keeps them open continuously. Amusement arcades operated in conjunction with such resorts prove good bets, Tolisano has found.

Juke, Shuffle Set Pace With Early Buying

All Phases in Act

CHICAGO, Sept. 3.—For the first time in more than a year, the music machine industry is looking to the fall-winter season with optimism. With many of the operator-members of the music field now in the shuffle-board business as well, the picture in both operations has brightened considerably during the past few weeks. This holds true at every level, from the operator thru the distributor and up to the manufacturer, where, in both cases, late August and early September orders are higher than they have been for the past two years.

On the music front, operator collections thruout the country took an upswing starting about two weeks ago, and the upswing, altho small, continued as the Labor Day weekend arrived. Distributors reported orders for September delivery on new equipment started coming in during the past two weeks of August, with the volume exceeding expectations. Factories, almost without exception, also reported stepped-up orders, and, as a result, increased production and deliveries.

(See FALL BIZ on page 108)

Trans-Vue Adv. Post to Mandl

CHICAGO, Sept. 3.—The Trans-Vue Corporation, manufacturer of commercial and home television systems, this week appointed Fil Mandl advertising and sales promotion manager. The announcement was made by R. R. Greenbaum, president. Mandl was formerly vice-president and account executive of the Harry J. Lazarus Advertising Agency here and, in that capacity, directed the advertising and sales promotion of Trans-Vue for the past year.

Prior to joining the Lazarus org., Mandl was an account executive with the Ivan Hill Advertising Agency in this city. He assumes his new post with Trans-Vue immediately.

So. Automatic Buys Building To House Fort Wayne Hdqrs.

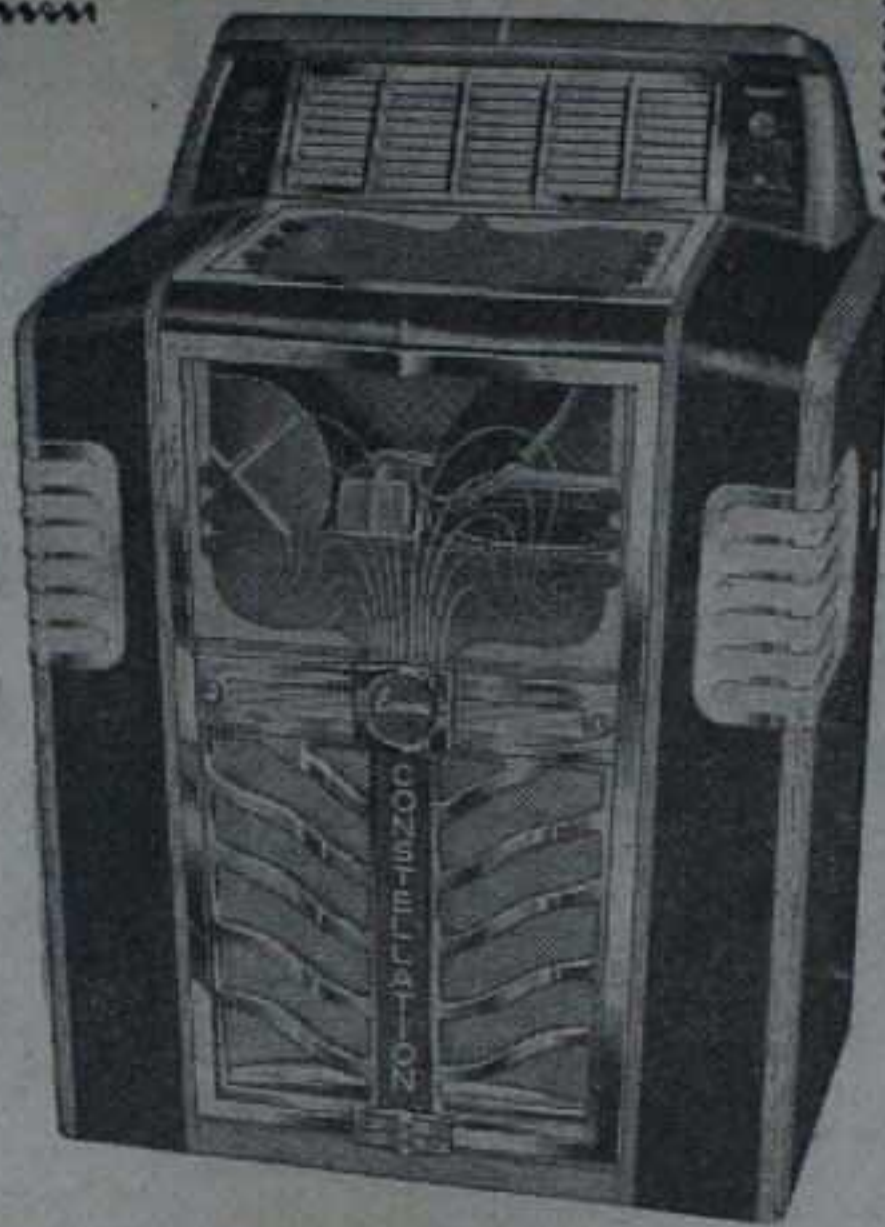
FORT WAYNE, Ind., Sept. 3.—The Southern Automatic Music this week closed a deal here to purchase a 9,000 square foot floor space building at 3011 Maumee Avenue. The new and larger headquarters for the local branch of the distributing firm will offer Northern Indiana, and some Michigan and Ohio county operators more complete service, including parking facilities for 50 cars and trucks.

Move to the new quarters, which is being made in line with the firm's program of expanding its coin-operated equipment lines, will be made in two days, it was stated by firm officials. The company's merchandising, parts, shop equipment and office divisions will be moved as business continues as usual, it was said.

Fort Wayne offices are one of six headquarters maintained by Southern Automatic Music in as many cities.

PROTECT YOUR MUSIC INVESTMENT

When You Buy a New
**20-Record
40 SELECTION
CONSTELLATION**



IT'S SOLD TO YOU OFF THE PRODUCTION LINE—NOT OUT OF A SURPLUS STOCKPILE! 20-Record 40 Selection

AVAILABLE NOW . . . Record Popularity Meter for Original Mills Constellation.

GENUINE PARTS for Mills Throne of Music, Empress, Original Constellation.

Constellations are built to the needs of the operating industry—delivered really NEW from the production line. That's why all models are current—why quality is better—performance more reliable and the comparatively low price more stable! Get the complete story from your Evans Distributor or contact Factory direct.

H. C. EVANS & CO.

1528 W. ADAMS ST.

CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 127

INCREASE Your PHONOGRAPH COLLECTIONS

FROM **25%-50%** UP TO AND OVER **100%**

A SURE-FIRE PLAN FOR OPERATORS

- **LOCATION TESTED** for over a year in locations with and without Television
- **GUARANTEED** if used according to our simple instructions, to increase your phonograph collections 25%, 50% up to and over 100% OR YOUR MONEY BACK.
- **SEND \$15.00 FOR 3 SAMPLE KITS**

Enough for 3 Phonographs. Additional Kits Available to Operators in Quantity Prices.

Terms: Cash With Order—All Orders Shipped in Order Received.

ADVISE WHETHER 20, 24 OR 40 RECORD KITS ARE DESIRED

— Sold Only by —

FOR OPERATORS
By an OPERATOR

GEM NOVELTY SALES
1410 Buchanan St.
Racine, Wisconsin

NO DISTRIBUTORS WANTED

Record Reviews

(Continued from page 35)

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
RALPH FLANAGAN ORK (Harry Prime) Bluebird 30-0001	POPULAR You're Breaking My Heart Race-horse tempo in the 1930s Glenn Miller style detracts much from the hit song. Prime does what he can with the song at tempo. You're So Understanding Flanagan, Victor's own selection to revive the Miller style and an interest in hand diskings, makes much of this still promising song. Sound is excellent.	74--76--74--72
RALPH FLANAGAN ORK (Harry Prime) Bluebird 30-0002	It All Depends on You The standard, revived in the Jolson flick, is swung royally by the Miller-sound of the Flanagan crew. Prime sings well. A real buy at 49 cents. The Wedding of Lilli Marlene A fine reading of the new plug in the Miller tradition of a decade ago with Prime in good voice.	88--90--87--87
BEN LIGHT Tempo TR 678	You Were Meant for Me Light tackles the standard in airy fashion at his Steinway. If I Had You Same sort of thing.	67--65--65--70
HERB KERN Tempo TR 1072	Cecelia Novachord, piano, organ team for treatment on the oldie. In a Monastery Garden Same combo operates with another pretty evergreen.	66--66--64--68
THE CHERUBS' CHOIR Tempo TR 446	Ten Christmas Songs Kids' voices have evidently been simulated here by a process of speeding up the master. Result is that the words are barely distinguishable. The disk is unbreakable, and comes in a special display sleeve. Included is a sheet containing the lyrics to all songs, most of which are familiar. Will have a lot of tough competition this season.	65--60--70--NS
RED INGLE & THE NATURAL SEVEN Capitol 57-722	Cigaretts, Whuskey, and Wild, Wild Women Re-issue of the erstwhile hit with another former smash as backing should continue to sell as a standard. Temptation Jo Stafford-Red Ingle & The Natural Seven Ditto.	71--72--70--72
SAM BROWN-THE SQUADRONAIRES London 406	A Mother-In-Law Point is that a M-I-L is a mother too. It's recommended to all self-conscious mothers-in-law. You'll Have One Sweetheart Less Pair-to-middle hill-style ditty fails to register strongly in a rhythmic pop rendition.	69--70--64--72
VAUGHN MONROE ORK RCA Victor 20-3531	Make Believe Not the "Showboat" tune, but a great old number from the '30s, this one, given the full Monroe treatment, figures to get ample play. That Lucky Old Sun Monroe's robust rendition of the rich quasi-spiritual work-song looks like a winner.	67--68--66--68
TONY MARTIN RCA Victor 20-3533	Give Me Your Tired, Your Poor Berlin's setting of the Emma Lazarus verse on the Statue of Liberty has an anthem quality that gives it standard value beyond the pop field. Martin's superb rendition emphasizes the point. Thursday Would Have Been a Year A sentimental pop waltz gets some tender treatment by Martin.	83--84--83--83
SAMMY KAYE ORK RCA Victor 20-3532	Dime a Dozen Kaye gives this his "Roomful of Roses" treatment, and if the tune pops this could well be the top money version. Everything They Said Came True Vocal group and orking sound—almost TD-ish here. Tempo is right and the number has some mighty retentive phrases.	80--84--82--74
THREE SUNS (Elton Britt-Rosalie Allen) RCA Victor 20-3536	Soft Lips The combined name power here should mean moola in rural, Midwestern and Southern markets. The hillbilly vocal stars turn in some effective harmony. Give Me Some Sugar, Sugar Baby Cute ditty is given a two-tempo treatment. Should register in both country and pop fields.	85--85--85--85
JEFF GLEDHILL Capitol 57-90030	The Roller-Skaters Waltz Strict tempo waltz has a metronome marking of 92. Not much to listen to, but okay for rinks. It's strictly organ solo. Honey Undistinguished organ solo on the oldie at the same tempo as flip.	86--87--86--85
JULIE WILSON Columbia 38578	A Man Could Be a Wonderful Thing A smart hunk of special material that's probably more effective when the gal is seen. It's a cute, sexy side, however. Good for Nothin' Lover A lot of stylizin' goes for naught here, but Miss Wilson's special fans will undoubtedly latch on.	83--83--83--83
BOBBY DOYLE (Johnny Carris Ork) Coral 60095	All Is Lost A weak adaptation of the Brahms "Hungarian Dance No. 5" is warbled with big voice by virile-voiced Doyle. There's No Use Pretending Entire effort lacks polish.	83--83--83--83
MILT HERTH TRIO Coral 60096	The Last Mile Home Instrumental version of the promising tune should score wherever organ is preferred. Pretty Girl (The Songspinners) Another effectively dancey waltz, this time with vocal harmony.	50--50--50--50
FREDDY MARTIN ORK (Merv Griffin) Victor 20-3518	The Other Side of the Hill Pleasing outdoor ballad in a pleasing rendition offers nothing special to get excited about. Just for Fun Martin doesn't come close here.	76--NS--77--75
	(Continued on page 11)	51--50--52--52
		52--52--52--52
		78--78--78--78
		70--70--68--72
		71--72--72--70
		58--57--59--59

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RII SYSTEM)

(Continued from page 27)

SI—Sustaining Instrumental
SV—Sustaining Vocal
CI—Commercial Instrumental
CV—Commercial Vocal
Add. Sur. Tot.
Pts. Pts.

Songs	Publisher	Heard in N. Y.		Heard in Chi.		Heard in Calif.		Add. Sur.	Tot. Pts.					
		SI	SV	CI	CV	SI	SV			CI	CV			
Fiddle Dee Dee (It's a Great Feeling)	Harms	3	10	0	6	8	6	7	5	10	0	5	158	
Four Winds and the Seven Seas	Lombardo	0	7	0	4	1	2	0	6	2	5	0	4	87
Homework (Miss Liberty)	Berlin	1	4	0	5	2	5	0	6	1	1	0	5	88
Hucklebuck	United	1	11	1	3	0	3	1	3	0	4	1	3	82
I Wish I Had a Record	Crawford	1	4	0	4	0	5	4	4	3	3	0	2	80
It's a Great Feeling (It's a Great Feeling)	Remick	11	6	0	7	10	1	3	6	7	6	0	5	153
Just One Way To Say I Love You (Miss Liberty)	Berlin	4	6	0	7	3	9	2	12	2	6	0	6	157
Let's Take an Old Fashioned Walk (Miss Liberty)	Berlin	3	6	0	5	4	8	7	4	0	4	0	2	109
Little Fish in a Big Pond (Miss Liberty)	Berlin	1	4	0	5	1	6	0	4	0	1	0	4	80
Maybe It's Because	B. V. C.	2	10	0	7	4	5	2	7	4	4	0	5	130
My One and Only Highland Fling (Barkleys of Broadway)	Harry Warren	4	9	1	2	4	2	4	2	5	7	0	1	84
Now, Now, Now Is the Time	Fremart	3	4	1	3	0	5	3	3	3	3	1	1	73
Now That I Need You (Red Hot & Blue)	Famous	2	12	0	10	3	8	0	8	1	2	0	6	146
Room Full of Roses	Hill & Range	5	12	0	6	3	4	0	6	4	17	0	5	146
Some Enchanted Evening (South Pacific)	Williamson	5	8	2	3	7	7	7	3	3	4	1	3	119
Someday You'll Want Me	Duchess	3	7	0	3	3	4	4	5	8	3	0	3	98
Song of Surrender (Song of Surrender)	Paramount	9	4	1	4	5	2	2	4	3	4	0	3	90
Swiss Lullaby	Southern	5	6	1	2	5	1	4	2	2	4	0	2	73
There's Yes, Yes in Your Eyes	Witmark	1	8	2	3	4	12	8	3	3	8	3	2	142
Through a Long and Sleepless Night (Come to the Stable)	Miller	7	29	0	9	7	21	1	9	6	19	0	6	257
Toot, Toot Tootsie (Jolson Sings Again)	Feist	2	7	2	0	2	5	5	1	1	10	2	0	84
Twenty-Four Hours of Sunshine	Advanced	10	11	0	4	0	4	6	4	4	5	0	2	112
Who Do You Know in Heaven?	Robbins	1	15	0	5	0	12	3	5	3	10	0	2	135
Younger Than Springtime (South Pacific)	Williamson	4	4	0	8	2	2	1	4	5	3	0	4	92
You're Breaking My Heart	Algonquin	3	8	0	4	0	2	1	4	3	8	0	4	93



Get in the Picture!

OPERATE AMI-20 RECORDS, 40 SELECTIONS

AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 27)

POSITION	Weeks		Song	Artist	Label	Lic. By
	Last	This				
8	23	12	WHISPERING HOPE	J. Stafford-G. MacRae-P. Weston Ork.....Cap 57-690—ASCAP	ASCAP	
10	27	12	JEALOUS HEART	A. Morgan Ork..London 500—BMI	BMI	
10	8	15	ROOM FULL OF ROSES	J. Wayne.....Col(78)38525; (LP)1-278—BMI	BMI	
10	10	15	ROOM FULL OF ROSES	D. Haymes.....D 24632—BMI	BMI	
10	13	15	HOMEWORK	J. Stafford-P. Weston Ork.....Cap 57-665—ASCAP	ASCAP	
10	12	18	AGAIN	G. Jenkins Ork—Joe Graydon.....D 24602—ASCAP	ASCAP	
10	17	19	DID YOU SEE JACKIE ROBINSON HIT THE BALL?	B. Johnson.....D 24675—BMI	BMI	
10	21	20	DANCE OF THE HOURS	S. Jones Ork.....V(78)20-3514; (45)47-2992—BMI	BMI	
10	—	26	MAYBE IT'S BECAUSE	D. Haymes-G. Jenkins Ork.....D 24650—ASCAP	ASCAP	
10	—	22	YOU'RE BREAKING MY HEART	Ink Spots.....D 24693—BMI	BMI	
10	11	23	SOME ENCHANTED EVENING	F. Sinatra.....Col 38446—ASCAP	ASCAP	
10	27	23	NOW THAT I NEED YOU	Doris Day-Mellomen.....Col(78)38507; (LP)1-251—ASCAP	ASCAP	
10	—	23	I NEVER SEE MAGGIE ALONE	K. Roberts.....Coral 64012	Coral	
10	—	26	MY BOLERO	V. Damone..Mercury 5315—ASCAP	ASCAP	
10	23	27	RECKON I'M IN LOVE	P. Weston Ork..Cap 57-697—ASCAP	ASCAP	
10	—	28	HUCKLEBUCK	F. Sinatra.....Col 38486; (LP)1-222—ASCAP	ASCAP	
10	19	28	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark.....Col 38463—ASCAP	ASCAP	
10	—	30	SOME ENCHANTED EVENING	E. Pinza.....Col 4859—ASCAP	ASCAP	

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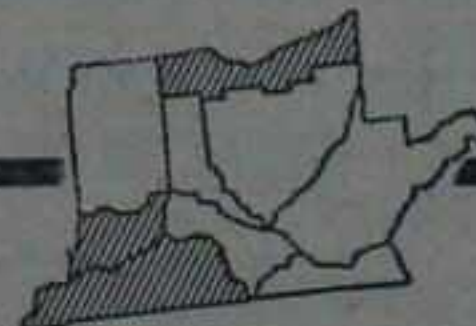
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Yes sir! You can depend on Shaffer to help keep profits rolling in from every Seeburg you own. Shaffer's complete stock of Seeburg parts . . . up-to-date repair equipment . . . modern Seeburg Test Panel . . . factory-trained repairmen . . . all team up to give you prompt, expert repair service.

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OPEN HOUSE
September 11
12 to 6 p.m.
Buffet Lunch
All Operators and their Employees Invited.



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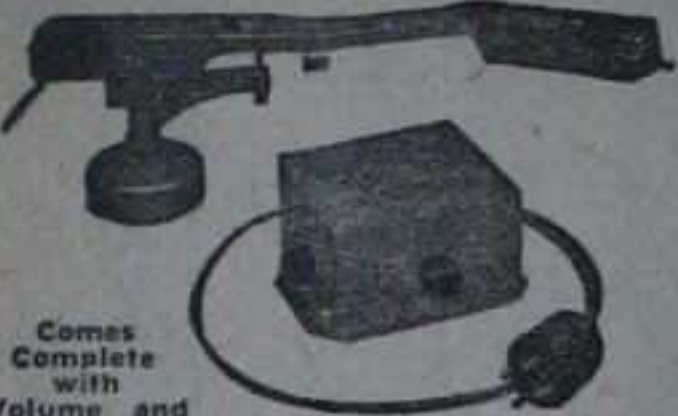
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Comes Complete with Volume and Tone Control Assembly No Record Wear No Scratch Long Life

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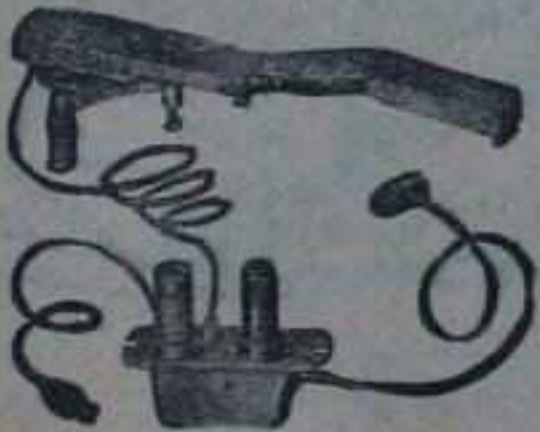
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For All Wurlitzer and Seeburgs
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For Sale—Telephone Music Route and Commercial Continuous Music System. Located in large Texas city, with an excellent year 'round climate. Now grossing in excess of \$20,000 yearly, with enough equipment on hand to double this figure as more telephone lines become available. We have a waiting list of locations, and beginning in October sufficient lines should be available to place all equipment. Other pressing business interests forces this sale. Inventory list and books open only to responsible persons and not to curiosity seekers. An aggressive man can make himself wealthy in a few years with this business.

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Coin operated music business, long established, consisting of 37 machines—2 100 record Seeburgs with 20 boxes, 10 late model Wurlitzers and 10 late model Seeburgs, balance of 15 clean Wurlitzers and Seeburgs and 75 late model Boxes, 5-10-25. All on location in Augusta, Ga. Complete work shop with extra equipment, etc.; late model truck. Yearly business, \$25,000.00; chance for quick advancement in permanent camp town. First come, first sale. Price \$15,000.00, with \$5,000.00 down and \$7,000.00 in 12 months. Pay for your business out of the business in one year. Write or wire

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See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are: **HEIDT TROUPE OF 60 TO TOUR.** An extensive one-nighter junket is set to cover 18 States.

ATLANTIC DISKERY TO BOW SUBSID. The year-old firm will launch Plaza Records as the firm's adjunct.

VARSITY PREPS OWN DISTRIB. The diskery lines up 20 branches for the distribution of platters.

INTERNATIONAL RECORDS TO BOW SEPT. 15.—The new indie has acquired 80 Hamptone sides to begin operations.

NEW BLUES LABEL SKEDS PREMIERE. Cobra Records sets organization for first releases.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new *Billboard* feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV Section.

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 38)

- The Last Mile Home**
G. Paxton (Don't Cry) MGM 1051
- The Meadows of Heaven**
B. Crosby (I'll See) Dec 24721
- The Meadows of Heaven**
B. Houston (That Lucky) MGM 10509
- The Rest Will Depend on You**
S. Vast. Ork & D. Dennis (Beneath the Gold Medal GM 954)
- The Roller-Skaters Waltz**
J. Gledhill (Honey) Cap 57-90030
- The Story of Annie Laurie**
E. Logan (Hop-Scotch) Bluebird 30-0003
- The Story of Annie Laurie**
A. Moonsey Ork (Oody Kadoody) MGM 10517
- The Story of Annie Laurie**
D. Shore (A Thousand) Col (78)38579; (LP)1-334
- The Wedding of Lili Marlene**
R. Flanagan Ork (It All) Bluebird 30-0002
- Those Little Stars**
H. Saba (Be Still) Donett 400
- 12th Street Rag**
D. Contino (Lover) Horace Heidt MS 1016
- Twilight**
T. Dorsey Ork (The Knock) V(78)20-3544; (45)47-3037
- Vieni Su (Say You Love Me Too)**
V. Monroe (Blue for) V(78)20-3549; (45)47-3042
- Where Did the Wild West Go?**
R. McKinley Ork (Sarong) V(78)20-3546; (45)47-3039
- Whirlwind**
F. K. McDonald (Beautiful Dreamer) MGM 10503
- Whistling in the Dark**
G. Lombardo (If You) Dec 24722
- Women**
D. Ellington Ork (Change My) Col (78)38576; (LP)1-331
- Wonderful One**
G. MacRae (I Want) Cap 57-723
- Yankee Clipper**
C. Ventura Ork (Boptura) V(78)20-3553; (45)47-3045
- You've Changed**
B. Farrell (And It) MGM 10519
- You're Breaking My Heart**
R. Flanagan Ork (You're So) Bluebird 30-0001
- You're in Love With Someone**
F. Warren (Envy) V(78)20-3551; (45)47-3044
- You're So Understanding**
R. Flanagan Ork (You're Breaking) Bluebird 30-0001

RELIGIOUS

- Answer Me This Day**
E. Reynolds-R. M. Lane (It's Jesus) Abbey 7001
- Daniel in the Lion's Den (He Locked the Lion's Jaw)**
R. Sharpe (Ninety-Nine and) Dec 48116
- I'm Bound for Higher Ground**
The Norfolk Four (Search My) Abbey 7003
- I'm Proud to Be in the Service of the Lord**
R. M. Lane-E. Reynolds (No One) Abbey 7002
- I'm Tired**
Sister Ethel Davenport (The World) Castle 3007
- It's Jesus, Jesus Every Day**
E. Reynolds-R. M. Lane (Answer Me) Abbey 7001
- Jesus Is the Light**
J. E. Holmes (O Jesus) Orchid 1210
- Ninety-Nine and a Half Won't Do**
R. Sharpe (Daniel in) Dec 48116
- No One Can Love Me Like Him**
R. M. Lane-E. Reynolds (I'm Proud) Abbey 7002
- O Jesus Let Me Ride**
J. E. Holmes (Jesus Is) Orchid 1210
- Search My Heart**
The Norfolk Four (I'm Bound) Abbey 7003
- Somebody Touched Me**
National Clouds of Joy (What More) Gotham G-615
- The World Can't Do Me No Harm**
Sister Ethel Davenport (I'm Tired) Castle 3007
- What More Can Jesus Do?**
National Clouds of Joy (Somebody Touched) Gotham G-615

LATIN-AMERICAN

- A Samba Barbara**
Servando Trio (El Directivo) V 23-1353
- Arrimate Carnito**
C. Concepcion Ork (Promesa) V 23-1354
- El Directivo**
Servando Trio (A Santa) V 23-1353
- La Evaluacion del Bot**
H. Bellarino Ork (Mi Presentimiento) V 23-1355

La Guapa

- N. Chayres (Porque Te) V 23-1349
- La Novia**
Hermanos Martinez Gil (Vuelva) V 23-1352
- Mi Presentimiento**
H. Bellarino Ork (La Evolucion) V 23-1355
- No Me Cuentas Tu Vida**
Avelina Landton (Que Me) V 23-1351
- Porque Te Quiero**
N. Chayres (La Guapa) V 23-1349
- Promesa**
C. Concepcion Ork (Arrimate) V 23-1354
- Que Me Castigue Dios**
Avelina Landton (No Me) V 23-1351
- Vuelva**
Hermanos Martinez Gil (La Novia) V 23-1352

INTERNATIONAL

- Ach, Isabella**
L. Monti (Repas Band) London 502
- Repas Band**
L. Monti (Ach Isabella) London 502

CLASSIC & SEMI-CLASSICAL

- A Duple**
J. Pearce (A Shepherd) V(78)12-1003; (45)49-0590
- A Shepherd, a Dreamer**
J. Pearce (A Duple) V(78)12-1003; (45)49-0590
- Alone**
A. Jones-R. Armbruster, Dir. (Romberg Deep in) V(78)10-1491; (45)49-0617
- Beethoven: Ecossaises & Mendelssohn—Rondo Capriccioso in E, Op. 14, Paris I & II**
A. Dorfmann V(78)12-1020; (45)49-0618
- Beethoven: Symphony No. 2 in D, Op. 26**
Album—San Francisco Symphony Ork—F. Monteux, Dir. (4-12") V(78)1325; (45)1325
- Benjamin Britten: A Ceremony of Carols**
Album—R. Shaw-RCA Victor Choral of Women's Voices (3-12") V(78)DM1324; (45)WDM1324
- As Dew in Aprille**
Balulalow
- Deo Gracias**
In Precious Winter Night
- Interlude**
Procession
- Recession**
That Yonge Child
- This Little Babe**
There Is No Rose
- Wolcum Yole**
- Chopin: Baresolle in F Sharp Major, Op. 60—G. Sandor (Beginning and Conclusion, Pt. I & II)**
Col 72832-D
- Chopin: Fantastic-Impromptu in C Sharp Minor—G. Sandor (Liszt: Liebestraum)**
Col 72835-D
- Debussy: Children's Corner Suite Album—L. Stokowski & His Symphony Ork (3-10")**
V(78)DM1327; (45)WDM1327
- Doctor Gradus ad Parnassum**
Golliwogg's Cake Walk
- Jimbo's Lullaby**
Serenade for the Doll
- The Little Shepherd**
The Snow is Dancing
- Rigaz: Pomp and Circumstance March in D, Op. 39, No. 1—Boston Pops Ork—A. Fiedler, Dir.**
V(78)12-1019; (45)49-0616
- Mischa Elman Favorites Album—M. Elman—W. Rose (3-10")**
V(78)DM1328; (45)WDM1328
- Handle: Suite From "Royal Fireworks Music" Album—Liverpool Philharmonic Ork—Sir Malcolm Sargent, Dir.**
Col (78)MX319; (LP)ML4197
- Haydn: Quartet No. 35 in D Major, Op. 64, No. 5 Album—Budapest String Quartet (3-12")**
Col MM853
- Lehar: The Merry Widow Album—R. Stevens-D. Morgan—M. Rudolf (4-10")**
Col MM-849
- In Marseilla . . . 4567-M**
- Ladies' Choice . . . 4568-M**
- Maxims . . . 4568-M**
- Merry Widow Waltz (I Love You So) . . . 4567-M**
- My Marriage Will be One Arranged . . . 4568-M**
- The Cavalier . . . 4570-M**
- Villa . . . 4570-M**
- Women . . . 4569-M**
- Liszt: Liebestraum No. 3 in A Flat Major**
G. Sandor (Chopin: Fantasia) Col 72835
- Memorias of Caruso Album—E. Caruso (3-12")**
V MO 1329
- Bizet: Il Pior Che Averi a Me Tu Dato**
Donizetti: Una Partiva Lagrima
- Plotow: M'Appari**
Leoncavallo: Vesti La Giobba
- Maacagni: Addio Alla Madre**
Verdi: Celeste Aida

Disk Inventory Helps Ops Slice Platter Costs

(Continued from page 103) are relatively few, said Carpenter, since location owners have already been conditioned to accept their pre-packaged record allotment as best calculated to get optimum play from patrons.

The requests are integrated with selections picked by Wilson from popularity charts in *The Billboard* and the knowledge, gained from long experience, of the type of tunes most likely to appeal to the clientele of any particular location.

Consults Listings

This latter factor isn't left to uncertain memory. Wilson has detailed lists of every record placed on each phonograph in the far-flung route, arranged by location and date, and he consults it often. And the lists are kept for at least two years before being destroyed. When Wilson prepares the record packages he feels quite certain that his choices will pull nickels.

Routemen who pick up their cartons of records in the morning before going out on the route find cardboard sheets dividing each location's disks from others in the carton. He also finds neatly typed title strips for each new tune. An average of five or six new records are placed in machines every two weeks. On location special requests are deferred until the next visit. If location owners complain that they are not getting enough top tunes they are often proved wrong by Carpenter, who quotes to them, if necessary, every record they have had for the past two years.

Three Categories

Locations on his routes are divided by Carpenter into three main categories, depending on whether they are top, average or marginal income earners. Top spots get first call on newly purchased records, which are subsequently circulated thruout the route until they complete a run on marginal juke boxes. Carpenter attributes maximum return on record money outlay to this procedure.

Too, he purchases a large percentage of "cheap" labels, claiming that in many of his locations good numbers alone are needed, with artist appeal counting for little. Top locations, however, get top names.

With competition by free location television cutting into his take at least as seriously as in the New York metropolitan area (Chester is about 70 miles from New York City), Carpenter claimed his system of record control has provided the margin of extra profit needed to keep many of his machines in the black. Unsophisticated country dwellers who patronize taverns find in television greater entertainment values than do urbanites, he asserted. Cartoons and Westerns, by-passed in city taverns, are highly popular in his area. As a result Carpenter said tele sets in taverns are turned on during most of the broadcast hours. Video reception here is excellent.

Mendelssohn: Rondo Capriccioso in E, Op. 14, Paris I & II, & Beethoven: Ecossaises—A. Dorfmann
V(78)12-1020; (45)49-0618

Music for Four Piano Album—Philharmonic Piano Quartet (3-12")
Col MM-852

Cradle Song . . . Col 72840-D
Lecoons: Andalusia . . . Col 72839-D
Morganstern: Toccata Guatemala . . . Col 72838-D
Prokofiev: Peter and the Wolf . . . Col 72841

Johann Strauss: Die Fledermaus—Waltzes, Op. 38 . . . Col 72840-D

Mozart: Masonic Funeral Music in C Minor, Parts I & II—Vienna Philharmonic Ork—Von Karajan, Dir. (12")
Col (78)72846-D; (LP)J-288

Prokofiev: Concerto No. 3 in C, Op. 26
Album—W. Kappell-Dallas Symphony Ork—A. Dorati, Dir. (3-12")
V(78)DM1326; (45)WDM1326

Puccini: E. Lucavan le Steele—G. Di Stefano—A. Frede, Dir. (Verdi: Lunge Da)
V(78)12-1018; (45)49-0615

Ravel: Mother Goose Suite (Ma Mere L'Oye) Album—Andre Kostelanetz Ork (2-12")
Col MX-328

COINMEN YOU KNOW

Chicago:

R. F. Jones, head of the distributing firm bearing his name, was among the O. D. Jennings & Company visitors last week. With him was his Seattle office manager, W. H. Erskine, and C. M. McMurdie, Salt Lake City manager. The Jones firm also has Portland, San Francisco and Denver showrooms. Walter Young, Jennings vice-president, is working with Texas distributors and is expected back soon. John Neise and Hank Strong are concentrating their efforts on expediting deliveries of the new Chief line.

AMI's special Western representatives, Ed Ratajack, is working his way East from Denver. August proved one of the firm's all time high sales months. One of the AMI's top staffers will probably attend the South Dakota Phonograph Association meet at Huron September 25. . . . Billy DeSelm and Ray Riehl, United Manufacturing, report heavy local response to Shuffle Skill, the straight novelty game with shuffleboard puck action. Game is okay for the Chicago territory as a legal test resulted in a ruling that it is a completely skill type of amusement machine.

Exhibit Supply's Charley Pieri is back from an encouraging road trip in the East. He says operators there are outspoken in their optimism for the coin field from now thru the year end. Playtime, Exhibit's new five-ball, is designed with 11 possible ways to win and has a fourth ball feature which gives players an opportunity to pile up large blocks of points and win even tho their score on the previous ball might have been relatively low.

Visitors were numerous at Chicago Coin last week. Among them were R. F. Jones and two of his boys, C. (See Chicago on page 111)

Washington:

Harold S. Klein, Silent Sales System of Washington, is spending about a year in Orlando, Fla. One of his purposes was a rest, but he can't seem to leave the coin machine field. Marvin Maddox, of Watling Sales & Service, reports that Klein is handling Watling scales and Northwestern stamp vending machines in Florida in co-operation with Maddox. Maddox recently returned from a business trip to Ashbury Park and Atlantic City, N. J., and points in Pennsylvania. His work takes him on frequent trips along the East Coast. . . . Jimmy Maddox, who works for his father, has been vacationing in Ocean City, Md.

First fall get-together of the Washington Music Guild (WVG) was a dinner meeting. The affair was held September 1 in the Blue Room of the Hamilton Hotel.

Robert Inscoe is now operating City Service, a pinball route, in near-by Bethesda. A newcomer to (See Washington on page 111)

Detroit:

Paul Gold, partner in the Michigan Vending Company, has returned to work from a week's vacation, which he spent at home. . . . Frank Collins is establishing the Collins Coin Machine Company, with offices on Griswold Street. . . . Harry Rick, route man for the Moss Music Company, has returned from a two-week vacation in Canada. Erwin B. Moss, head of the company, had to hustle to keep the added vacation duties under control during Rick's absence, and plans to take a rest himself now. . . . Jerome Solomon, of the Edelco Manufacturing & Sales Company, reports that Isidor Edelman, founder of the company, is due back from his vacation after Labor Day.

Los Angeles:

Walter (Solly) Solomon, sales manager of the J. Peskin Company here, is leaving on a trip up the Coast in the interest of AMI. He plans to swing back thru the San Joaquin Valley on his way home. These warm evenings he and the missus are spending their leisure time in the patio of the new house they recently purchased in Westwood. . . . Allan McMahon was in from San Jacinto to look over some new equipment.

Sam Handman, music operator, was in Leuenhagen's Record Bar picking up some new platters from Mary Solle. Incidentally, Bill Leuenhagen wants another copy of the memory booklet The Billboard sends to new subscribers. He can't remember where he put the old one. . . . Larry Jackson, writer on coin machine subjects, is turning his typewriter to new fields. He just finished knocking out two articles, one on deer hunting and the other on dogs. . . . Bob Young was seen on Pico Street looking over the newest in recordings for his music route. . . . Ray Powers and Rusty Jones, two of the town's more ambitious juke box operators, were seen on Pico Street recently.

The boys at Weymouth Service are taking bows as official bowling representatives of the vending machine business after beating all competitors in a recent tournament at the Royal Bowl. The team includes Jim Markowitz, George Kestel, Pat Hold, Matty Matson and Kenny Robertson. . . . Jack Mallett, of the Mission Novelty Company, Claremont, was in town. . . . Another recent visitor was Norman Christ, who came down from Lompoc.

William R. Happel Jr., of Badger Sales, left for Hemet last week-end for a brief business trip. W. E. Happel returned from his vacation with a crew haircut. Jack Leonard, of the Badger Vending Machine department, has a nice display of Silver (See Los Angeles on page 111)

Hartford, Conn.:

A recent luncheon brought together Ralph Colucci, owner of the State Music Distributing Corporation here; Jim Hogan, record sales manager, Post & Lester Company, Decca Records distributor; Jimmy Tolisano, Superior Music Company, Hartford coin machine operator, and Nate Altman, Traveler Radio Corporation. Tolisano and Hogan said that juke box business in this area is definitely "on the upgrade."

Stanley Wojtusik, Phil Tolisano and Marco Pietrandrea, members of the staff of Superior Music Company, have returned from vacations. Stanley went to Hampton Beach, N. H., while Phil took in the sights in Rhode Island. Marco rested along the Connecticut shoreline.

A screening of the new Columbia motion picture, "Jolson Sings Again," was held at the Bijou Theater, Springfield, Mass., last week, with over 90 persons representing the press, radio and record industries in attendance. Among those on hand were Jim Hogan, record sales manager of Post & Lester Company, Hartford; Bob Berger, Post & Lester's Springfield resident salesman, and Bill Shirley, Columbia Pictures exploitation representative. Hogan reports extensive plans are under way to aid in record promotion for the motion picture. . . . Charles F. Pendlebury, executive of Veeder-Root, Inc., Hartford, manufacturer of counting and computing devices for coin machines, was injured in an auto accident in Hartford recently.

Helen Doherty, of Capitol Records Distributing Corporation's Hartford branch, has returned from a Vir- (See Hartford, Conn., on page 111)

Twin Cities:

State Fair Week found the usual foursome operating arcades again this year and reporting good operation from the thousands of fairgoers. Selma Nelson and Timmy Shogren teamed up once again to handle their operation at the fair. Bill Brede ran both an arcade and a beer parlor while Sam Beberman concentrated on his arcade. . . . Immediately after the fair shuts down, Shogren heads for Arizona to spend the winter months. . . . LaBlanche Wiome is the new office girl at Midwest Coin Machine, succeeding Mrs. Rose Meltzer, an expectant mother. Rose's husband, Bill, also works at Midwest. Her brother, Jack Karter, owns and operates the firm.

Harold Lieberman, of Lieberman Music Company, Wurlitzer distrib, is back on the job on a half-day basis, almost fully recovered from the attack of virus pneumonia which put him in a hospital for 10 days. Last week the Lieberman firm had to operate with five of its staff away sick. In addition to the boss, others who were ill were Gert McAndrews and Irene Lake, office aids; Leo Duske, painter, and Wally Zellmer. (See Twin Cities on page 111)

Indianapolis:

Joe Robillard, operator of the Record Music Company, has sold his music route to Everett Harlan, Beech Grove, and his pinball route to Martin Rabin and Martin Joachim, who have established headquarters at 10th and Carrelton Avenue. Rabin, erstwhile serviceman for Sicking, Inc., here, and Joachim have also purchased the game route of the Ace Music Company, 3343 Central Avenue, operated by John Sutton. Robillard plans to go to Kenosha, Wis., for a much needed rest. . . .

Mrs. Lottie Berman, owner and manager of the Indianapolis Sicking Company, who has been confined to St. Vincent's Hospital with injuries suffered in an auto accident, is now convalescing at her home at 3024 East Fall Creek Boulevard. She hopes to return to her duties in 60 days. . . . Sam Weinberger, of Southern Automatic Music Company, spent several days out of the city, in the interests of business.

William Grier has joined the service department at the Sicking company. . . . Mrs. Blanche M. Janes, of the Janes Music Company, and her brother and his wife, Mr. and Mrs. William H. Smith, of the Colonial Music Company, spent Labor Day at Niagara Falls. . . . Lytle G. Portor, operator at New Castle, Ind., visited coin row, looking at used equipment during the week. . . . Charles Hughes, of the Hughes Music Company, Ladoga, Ind., also visited coin row.

Bryan Holloway, operator at Brownsburg, Ind., was in buying (See Indianapolis on page 114)

Albany, N. Y.:

Jules Olshein, head of Olshein Distributing, is on an extended business and pleasure tour thru Canada. He wrote his office manager, W. Boardman, that operating conditions in the Dominion appear to be excellent despite the shortage of new equipment. Canadian operators are making the best of what they have and are making a go of it. One of Jules' stops was at Moe Fine's Roxy Specialty, Montreal. Fine is concentrating on rebuilding used equipment in his modern factory. Following his Canadian tour Olshein plans to visit operators in the Western States. Boardman, who is handling all executive duties while Olshein is on the road, says that United's Shuffle Skill and Utah and Williams's Boston and Star Series are proving popular in this part of the Empire State.

New York:

Lou Forman, head of Videograph Corporation, moved last week to new offices at 701 Seventh Avenue. In addition to being the headquarters for his combo television-juke biz, the offices are also used as a base for the hotel television rental biz he runs with Morton Lipper. . . . Mac Pollay, of United Phono Service, is having the interior of his Coinrow store remodeled.

Lou Brown, Coradio prexy and one of the top execs in the new firm, Covideo, reports that his coin-operated video set will begin its first production run next week. . . . Lew Jaffa, Eastern Electric vice-president, has returned from a quick biz trip to Chicago. He claims August sales of the C-Eight Electro cigarette vender, despite the record heat, have equalled top winter grosses.

Harry Berger, of West Side Distributors, reports his game rental business on the increase. Under the terms of his plan, ops lease amusement equipment at a nominal weekly fee for a minimum of four weeks. Another 10th Avenue jobber who has gone after the rental biz is Dave Lowy.

Barney Sugarman, of Runyon Sales, reports that the game, Shuffpins received license department approval last week. Barney, who has been testing the game in New Jersey locations, will now place it on test here. The California-produced game probably will be offered for sale to ops shortly after Labor Day.

Harold Seidel, who operates in Kingston, N. Y., as Seidel Amuse- (See New York on page 110)

London:

Special games of interest to children now dot the scene at the Long Beach Arcade. According to the latest reports there are 180 such units available for play. . . . The National Amusement Council's fact-finding expedition to the Scandinavian countries continues its tour, and is due in Copenhagen shortly. There are many coin machines in use in that city, according to reports, including one arcade which features a battery of penny pinball games.

Decorators have completed their renovation of the Peerless Enterprises, Ltd., headquarters. The offices were formerly identified by their bright red walls. These have now been changed to a soft green. Firm is located at 111-113 Upper Tooting Road.

Vital Statistics

Deaths

Mrs. Fred P. Davis, New-castle, Pa., wife of one of the pioneer bell operators in that area. Funeral was held Wednesday (31) in Newcastle. John Serins, 54, at Mount Clemens, Mich., August 15. He operated various types of amusement games. Survived by his widow and three children. Interment in Mount Clemens.

Births

A granddaughter, Margit Beth Weisgal, to Hirsh de la Viez, president of Hirsh Coin Machine Company and prexy of Washington Music Guild (WVG), August 23 in Mt. Sinai Hospital, Baltimore. The new arrival, Hirsh's first grandchild, is the daughter of Mr. and Mrs. Fred Weisgal of Baltimore. Mrs. Weisgal is the former Jean de la Viez.

TWIN CITIES OUTLOOK BRIGHT

Summer Drop Over; Ops Now Buying Boards

Activity Growing Daily

MINNEAPOLIS, Sept. 3. A reactivation of the shuffleboard business is being recorded here by distributors. All agree that the summer slump is over and that the game, which took hold here last winter and spring, is starting to come out of its warm-weather lethargy.

"We notice more shuffleboard activity every day," said Jonas Bassler, of Lieberman Music Company. "The operators, who admittedly were in the doldrums during the summer months, are looking ahead to a fast fall and winter season and board sales are moving right along."

Echoing this view was Oscar Schaeffer, Midwest Coin Machine Company, who said the reactivation of the shuffleboard business is extremely welcome at this stage of the year. While the popularity of the game probably won't hit the peak it knew last winter and spring, he expects it will level off to the point where it will produce good incomes for the operators in the months ahead.

Ops Buying

At the LaBeau Novelty Sales Company, Rock-Ola board distributors, (See *Twin Cities Outlook* page 110)

Detroit Operators Hold Meet To Form Shuffle Association

DETROIT, Sept. 3.—The long-anticipated move for the organization of a separate shuffleboard operators' association was taken last week at a special meeting held at the Hotel Tuller here. About 35 operators were present.

The session was called by Arthur P. Sauve, veteran Southeastern Michigan coinman. He heads A. P. Sauve & Son, and is active, both as a distributor and operator of shuffleboards. Temporarily, Sauve is serving as director of the new group.

Major Action

Major action taken at the meeting was the decision to form a permanent

Valley Rolling With New Model

BAY CITY, Mich., Sept. 3.—Valley Shuffleboard, Inc., has started quantity deliveries on its new de luxe model. Sales Manager John Dietz announced this week.

Playfield is made of top grade maple which is sealed to withstand changes in the weather. The cabinet has 10 legs equipped with leveling adjusters which insure accuracy in play in all types of locations.

Valley is considering applicants for remaining territories, Dietz revealed.

organization, to be called the Detroit Shuffleboard Association (DSA). The formal organization will be worked out at a second meeting, to be called within a few days.

Michael Benson, operating the Michigan Nickel Company, was elected president of the new group. He is president of the Michigan Miniature Bowling Association, formed by operators of skeeballs, ray guns, and other types of amusement games. There had been some discussion at one time of expanding the latter's scope to include shuffleboard, because of considerable overlapping of both interest and personnel, but it was decided shuffleboard is an independent business, and should have a trade association of its own.

To Sponsor Tournaments

The new group will sponsor leagues and tournament play.

Guest of honor and a principal speaker at the organization meeting of the new Detroit Shuffleboard Association was John Dietz, sales manager of the Valley Shuffleboard Company. He reported on similar activity in other States, and discussed plans being worked out by board manufacturers generally to co-operate in the sponsorship of a Shuffleboard Congress. Latter project, he indicated, would use only approved type of boards, to allow some standardization in tournament play.

Deliveries Set For Marvel's 2 Scoreboards

CHICAGO, Sept. 3.—President Ted Rubenstein announced Friday (2) that Marvel Manufacturing Company's two new scoreboards are in full production and first deliveries have begun.

The electric overhead model registers 15 points or eight frames when two play and 21 points or 10 frames when four participate. For doubles it can be set to handle 12 frames if the location wishes. Rubenstein stressed the unit's automatic frame advance. Play automatically advances to the next frame eight seconds after points have been tallied. The scoring device can also be adjusted to score a maximum of 50 points. He added that the Marvel unit has its frame advancing mechanism located in the regular cabinet of the scoreboard.

Its companion piece is a wall model which is suitable for scoring points only for singles or doubles play. Rubenstein said both the wall and overhead units are designed for easy servicing.

Chi Firm Triples W'dshop Output

CHICAGO, Sept. 3.—Shuffleboard Specialists has tripled its woodshop capacity following the stepped-up orders which have been received for the fall. Phil Cohen, president, announced this week. Meanwhile, the company will continue to show its boards and other shuffleboard products at its downtown sales and executive offices at 1114 South Michigan Avenue.

Cohen also announced that Shuffleboard Specialists is now using a new preservative in its maple top which acts as a sealer. By using the new development, it is believed that warpage will be cut to a minimum.

Firm plans to enter the league and tournament field this fall, Cohen revealed, and will co-operate with other manufacturers in this type of promotion.

152-Day Strike Ends As Masonite, Union Reps Sign Contract

LAUREL, Miss., Sept. 3.—The 152-day strike against the Masonite Corporation by the International Wood Workers (CIO) Union ended Tuesday (30) when representatives of the employers and the union signed a new contract effective thru December 31, 1950. Masonite produces hardboard used on some shuffleboards as playfields as well as a wide variety of pressed wood products. The factory here is the main production outlet.

The strike affected 2,300 plant workers and was marked by frequent negotiation parleys. One of the main points in the new contract calls for a 2-cent-per-hour increase for job rated workers. This is considerably under the amount asked by the union when talks on a new contract originated in the weeks immediately preceding April 1, the date the strike started.

FALL BIZ UPSWING STARTS

Juke, Shuffle Set Pace With Early Buying

All Phases in Act

(Continued from page 103)

In the shuffleboard field, the manufacturers are now looking forward to an excellent season, with orders already on hand assuring a greatly increased business volume for September. While production schedules are being increased, they are continuing to concentrate on their promotional programs, with most companies kicking off their leagues next week or the week after. National, Standard and Penn again will have their full league promotions under way within a few weeks, while American, working on a plan to cover the country this year, is already at work on its initial 1949-50 programs. Purveyor will be in the league promotion field full force this fall, covering this area mainly, as will Monarch, which started its leagues last spring.

The coming season is especially bright for the shuffleboard field because there is still much territory to be opened up to the game. Manufacturers on the whole feel the coin machine operator is the logical man to introduce equipment in his area, and the operator, in turn, has found that the boards actually have helped such equipment as venders, music machines and arcade pieces.

PUCK PATTERN

Detroit:

Jordan Spring, of the Ray-o-Lite Company, is adding a number of shuffleboards to his extensive route of guns and skeeballs. . . . Arthur P. Sauve is setting up a new route of shuffleboard locations for A. P. Sauve & Son. . . . Alex and Charles Friedenberg, brothers, but operating their routes separately, are adding shuffleboards to their present diversified operation.

James Brown, of Brown's Amusement Company, suffered a heart attack recently but is reported progressing favorably in New Grace Hospital. . . . Mrs. Jordan Spring is reported seriously ill.

Chicago:

Clayton Nemeroff, Monarch, finally was able to slip away from his desk for a short vacation. Packing the family into his car Clayton left his West Rogers Park home last week-end and headed north. Altho his eventual destination was not known Clayton was believed to be on his way to Minnesota. He'll be back home and at work again Tuesday (6).

Bill Tucker, Purveyor Shuffleboard Company, was busy catching up on his work last week in order that he and his family could get away for a short vacation. However, he was due to meet in Chicago Tuesday (6) with Clayton Nemeroff, his co-chairman of the manufacturers' conference, then found himself tied up the latter part of last week because of a burglary at Purveyor's headquarters. As the week ended,

Tucker announced he planned to leave late Tuesday for a one-week vacation in Michigan.

Charlie Gillard, president of Nation-Wide Novelties, Inc., hopped aboard a plane Wednesday (31) headed for the East on company business. Charlie planned to cover Philadelphia, Baltimore and Washington before returning home. . . . Ted Rubenstein, head man at Marvel, reports business now definitely on the upswing after the usual summer. Ted has several new items up his sleeve for the shuffleboard field, and plans to spring them before too many weeks have passed.

Los Angeles:

Dan Lufkin, sales manager for California Shuffpins, just returned from a swing thru the Midwest and East in the interests of his firm's shuffleboard-type coin-operated game. The St. Louis plant is building up to full capacity, Lufkin said. The game is produced by U. S. Woodcraft, Inc., Redondo Beach, Calif. (See PUCK PATTERN on page 110)

Purveyor Offices Robbed

CHICAGO, Sept. 3.—Herb Perkins, head of Purveyor Shuffleboard Company, this week reported burglars had broken into the firm's headquarters at 4322-24 N. Western Avenue here last Tuesday night (30). The thieves smashed the office safe and made off with a substantial amount of cash. Detectives from the crime laboratory, who spent most of Wednesday at the Purveyor offices, said the robbery was the work of professionals.

Gottlieb's Game Stresses Football

(Continued from page 94)
when the fifth ball goes into play, numbered bumpers have a value 10 times the normal figure. This happens only while the score remains below the 2,200,000 point mark. Two identical stretch rubber triangular bumpers indicate when this special fifth ball action is taking place.

In addition to regular point scoring College Daze has two pairs of side roll-overs, placed in pairs on both sides of the playfield. Balls passing thru one pair score six points (a touchdown). Balls passing thru one-half of the pair tally three points (a field goal). These small blocks of points are chalked up on a separate scoreboard located in the bottom half of the playfield. Replays begin after the player has scored 31 points via the touchdown and field goal method and end at 49 points. Each time the player makes an additional three points after making the first 31 he is awarded an additional replay. Single points (points after touchdowns) are made by contacting a roll-over button in mid-playfield. Replays are also won by making a high score which is recorded on the back glass.

July Biz Index

WASHINGTON, Sept. 3.—Most types of coin machine locations suffered a poor month in July as retail business, generally, showed a seasonal slump, Commerce Department reported this week. Over-all, retail business was off 15 per cent from June.

Biggest decline for locations was registered by department stores whose business fell off 26 per cent from June. Business of candy, nut and confectionery stores dropped 5 per cent while eating and drinking places had declines of 1 per cent, as did drugstores.

NCMDA Calls General Meet

(Continued from page 94)
closed sessions. These committees will handle membership, financial and legal matters. Committee meetings are expected to carry over to Thursday (15). Lou Wolcher, San Francisco, national president, will supervise the general meeting and call on retiring committee chairman to make progress reports on their special subjects.

Non-Profit Org

Formed as a non-profit organization following a series of informal meetings in Chicago by nine old line distributors, NCMDA now numbers 25 members, the maximum under its constitution. One of the key points to be settled at the annual meet is whether to pave the way for increased membership. This could only be achieved by a constitutional amendment voted by the general membership at the September sessions.

In the first full year the distributors' association has eliminated several points of contention between manufacturers of games and distributors. It has also set up a bulletin service aimed at exchanging legal and other trade information.

S. I. Neiman, NCMDA's director of public relations, has been empowered to help members make hotel reservations for the annual meet. His and the association's headquarters are at 1 N. La Salle Street, Chicago.

CHI COIN BOWS

(Continued from page 94)
after spotting "foot" and "ball." Maximum score is 9,990,000 points.

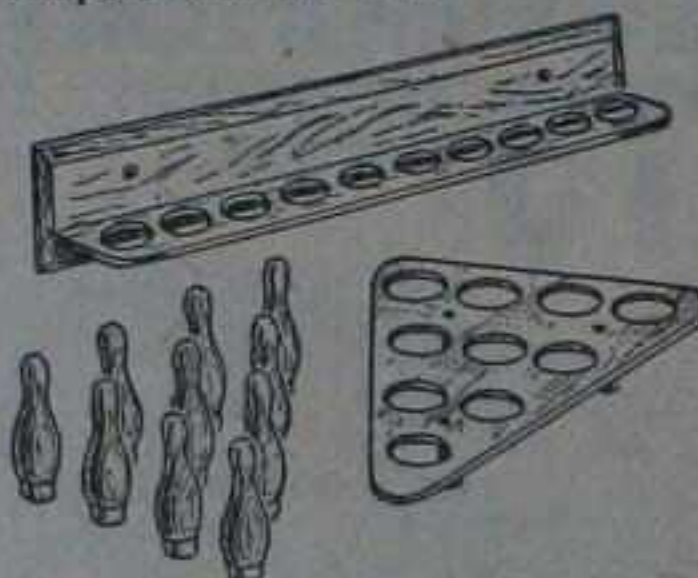
Wide open area at the bottom of playing surface is lined with stretch rubber bumpers which score 50,000 points when hit and a pair of flippers with miniature footballs on them. A center roll-over switch which separates the flippers scores 100,000 points.

NATION-WIDE SHUFFLEBOARD

Choice of Finest Maple or Masonite Playing Fields



Modern design cabinet made of finest woods. Beautifully finished by our expert cabinet makers. Built to compete with the best.



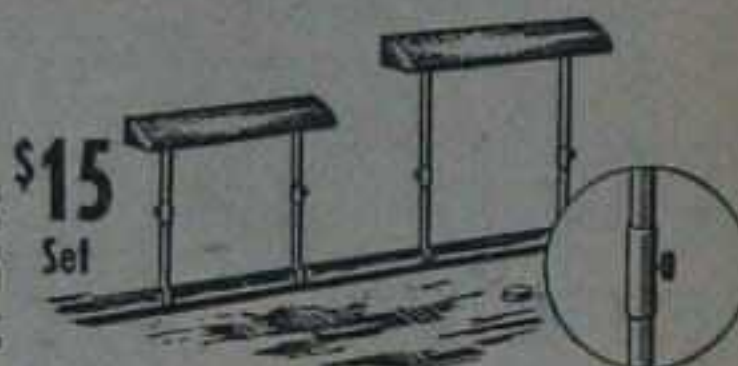
Nation-Wide Shuffleboard Bowling Sets

Complete with Wall Rack, 10 Pins, Rack. 5" Pins of hard maple, smooth finish. Weigh 1/4 lb. each. Will not jump the table.

\$11.50 PER SET Large Discount to Distributors

ADJUSTABLE FLUORESCENT LITES FOR SHUFFLEBOARDS

Specially designed for shuffleboards. Check these advantages: Bulb guaranteed NOT to throw heat; Chrome Uprights adjustable to any height (see inset); modern fixtures add to the beauty and flash of your board. Priced exceptionally low in comparison to ordinary Shuffleboard Lights.



EVERYTHING YOU NEED FOR YOUR SHUFFLEBOARD OPERATION
★ WAX ★ WEIGHTS ★ LITES ★ SCORE PADS ★ T-SQUARES ★ SIGNS

NATIONWIDE OFFERS THE BEST DEAL IN AMERICA TO DISTRIBUTORS AND OPERATORS!

NATION-WIDE NOVELTIES, INC.

4615-17 S. STATE STREET

CHICAGO 9, ILLINOIS

Phones: KENwood 6-3623 or KENwood 6-2630

2 TERRIFIC PROFIT BOOSTERS FOR SHUFFLEBOARD LOCATIONS

Here are two NEW all electric SCOREBOARDS for Shuffleboards designed and manufactured by the originators of electrical scoring units for Shuffleboards.

Our NEW OVERHEAD SCOREBOARD includes all the LATEST scoring features PLUS an automatic set up of FRAMES and COMBINATION play.

FRAME SCORING

We have added "FRAME SCORING" to our OVERHEAD Scoreboard, which is an optional feature.

The "FRAME SCORING" feature is incorporated within the regular cabinet itself and is not a separate unit.

Two players score to 15 points or 8 frames, whichever is scored first.

Four players score to 21 points or 10 frames (adjustable to 12 frames), whichever is scored first.

Frames automatically advance . . . seconds after scoring.

Scores by FRAME and POINT combinations.

IMMEDIATE DELIVERY

WESTERN DISTRIBUTORS

ADVANCE SALES CO.

1350 HOWARD ST.

SAN FRANCISCO, CALIF.



All wires are enclosed in tubing and ends are soldered to bottom connections inside button box. Attach Scoreboard to Shuffleboard and the job is finished!



SINGLE FRONT SCOREBOARD FLOOR OR WALL MODEL

This model scoreboard can be used for 15, 21 or 50 point (HORSECOLLAR—BASEBALL) games.

Includes automatic coin counter and ABT slug rejector. Unit is completely self-contained. Control buttons record scores instantaneously. Attractive, durable cabinet. Numerals are brilliantly illuminated and easy to read at a distance. Furnished with 5¢ or 10¢ coin chutes as desired.

OVERHEAD SCOREBOARD

With or without automatic frame scoring

Can be used for 15, 21 or 50 point games, such as Horsecollar and Baseball.

In combination point and frame play, frames advance automatically seconds after scoring. Automatic scoring advances progressively at each touch of button.

Equipped with National slug rejector and metered. Trouble free. DOUBLE FACED.

Furnished with 5¢ or 10¢ chutes as desired.

EASY TO ATTACH TO ANY TYPE OF SHUFFLEBOARD.

See both of these scoring units at your Distributors or write to us for further details.

M and T Sales Co.

2849 Fullerton Ave. Phone Dickens 2-2424. Chicago 47, Ill.

SHUFFLEBOARDS

FIVE 22-Foot Boards, 4 Formica Tops,
1 Maple Top

BRAND NEW---NEVER USED

On Dock at Seattle, Washington.
All Crated—\$1250 for Lot.

USED SHUFFLEBOARDS

1 18-Ft. Formica Top \$175.00
1 18-Ft. Maple Refinished Top 215.00
1 22-Ft. Maple Refinished Top 225.00
1 American 3-Cushion Rebound 175.00
1 11-Ft. Formica Top 95.00
\$20 extra for crating on used boards.

— Shuffleboard Supplies —

BYRON NOVELTY CO. 2405 Pensacola Ave.
Chicago, Illinois

**Missouri Brothers Hit Jackpot
With Modern Operating Methods**

(Continued from page 103)

"I liked the idea so well that we went into it in earnest," Lawson said.

They used the counters in their machines and began tabulating results. They observed the kinds of people at each installation, studying age groups and social classes and the moods of each. Soon they were able to "type" each location and aim the

music at definite audiences.

The number of plays increased as the customers became more pleased. By plowing back much of their earnings the brothers expanded their business until it grew from a meager two machines in 1943 to 30 at the present time. They have \$45,000 worth of music and arcade equipment valued at depreciation, all 1946 or newer models.

Their file of approximately 5,000 records is classified by artists and orchestras. It is kept up-to-date, according to the favorites and new populars. The brothers buy about 500 new records each month, making their selections on the basis of national trends as evaluated for their acceptability in Columbia's market.

Local Market

The Obermillers stress the importance of the local market. Purchasing must be slanted to meet it. "We can't say a tune is good or bad just because it succeeds or fails in New York. We have to ask ourselves if our public wants it. We keep our personal likes out of it entirely. We have discovered that the Columbia audience is far ahead of audiences in many other cities. The range of appreciation is so great that we can get top plays from records that don't hit at all in other places.

"Take the classics for instance. We lead St. Louis by three times in the play of classics per record player. Fiddle Faddle was getting top play here on every one of our machines a full month before it got recognition elsewhere. We know that virtually all of Chopin's etudes and waltzes will get top play."

Columbia sets the pace in other ways, too. Again hit top play three and one-half months before it came out on top of the Hit Parade. The barometer is up on most tunes so far in advance that the Obermiller brothers can competently judge what is coming up at the head of the list.

Favorite Artists

Columbia's favorite artists are Stan Kenton, Charlie Barnet, Charley Ventura and Gordon Jenkins and his vocal chorus. Jo Stafford is the top vocalist, with June Christy and Margaret Whiting following closely. The all-time favorite tunes, Artie Shaw's Beguine and Tommy Dorsey's Stardust, are always good for play.

The brothers maintain their own repair shop and use replacement units for all emergency repairs. Speed means much when a machine gets out of order. At all times during business hours of establishments one of the brothers is available for emergency servicing of the juke boxes.

Columbia merchants have found the services of the agents superior to self-owning the machines and have realized that specialization by regular operators brings more money into their respective pockets.

Expand Locations

Now that their business has so thoroughly covered the entertainment centers in Columbia, the Obermiller brothers have turned to dress shops, department stores and business offices as new locations. They see great opportunity for providing background music in these new markets with the Seeburg Select-o-Matic unit which plays 100 records automatically. It will play 14 hours with brief 15-minute intervals. It is particularly adaptable because of the sound distribution plan which provides volume at uniform conversational level.

By such commercial installations businesses will be benefited thru soothing music to make life in offices and stores more pleasant to the workers as well as to the customers, the brothers believe.

The success of the Obermiller brothers in their music selling business is an example of good, efficient, conscientious business management. The days of simply putting records in music machines and hoping people will play them are over, they say.

Puck Patter

(Continued from page 108)

Orange, N. J.:

With the fall season now officially under way, National Shuffleboard is going into its league promotions with vigor. Tom Browne, firm's advertising and sales director, has been up to his ears in work, and Sol Lipkin, field supervisor, has been in the New England area. Sol, who is about to move into his new house, has been making many new friends for the firm and the game during his trips up and down the Eastern Coast.

TWIN CITIES OUTLOOK

(Continued from page 108)

The outlook was similar. Operators are in getting new boards and supplies and reporting that activity on their equipment has stepped up considerably in recent days. Whether the situation will rival that of earlier in the year when jobbers were unable to make deliveries fast enough is still a matter of conjecture.

"We have had a very active week in our shuffleboard division," reported Matt Engel, sales manager for Mayflower Distributing Company. "This is, of course, very heartening and indicates that this game was not the mere flash in the pan some thought it would be."

New York:

(Continued from page 107)

ment, was in town last week on a shopping trip. . . . Joe Kalishman, cigarette machine and parts supplier, attended a Connecticut operators outing last week-end. . . . Jerome Millard and Marvin Bernstein have formed the M & M Vending Service, starting with pre-mix cup venders.

Moe Mandell, of Northwestern Sales & Service Company, Brooklyn, will hold open house September 21-24, to introduce several new models to bulk vending ops in this area. W. E. Bolen, president of the firm, will be on hand.

Sam Sacks, Uneeda Shine Machine prexy, reports that some of his brush-up units have been installed in the Concourse-Plaza Hotel. When the Yankee ball club is in town the hotel is its headquarters and, Sacks says, the ball players are enthusiastic users of the shiner. . . . Jimmy Fitzpatrick, of Fitzrock Distributing, Bridgeport, Conn., looked in on Avenue jobbers last week.

Bill Rabkin, head of International Mutoscope, reports that the physical move to his new headquarters, across the street from his old Long Island City building, is about completed. But it will take a few more weeks before remodeling is finished. Meanwhile, Herb Klein, Muto sales manager, is away on vacation. The arcade equipment manufacturer may soon release details of its new distributor network.

Mike Munves returned last week from a week's holiday in the Catskills. This is the first time in 20 years he's been able to get away from business during the summer; the hot months are always busiest for the Mike Munves Corporation. The firm plans soon to start remodeling of the coin row building it will occupy permanently.

Leo Knebel, of Rex-Lee Enterprises, says he is finding a ready market among music ops for the Aireon conversion that is the company's specialty. Tony (Rex) DiRenzo, Leo's partner, is constantly combing outlying areas in search of used Aireons to feed the Rex-Lee production line. . . . Joe Young, of Young Distributing, left for Detroit September 2. He will be gone about a week. Ben Espey remained in charge.

**DISTRIBUTORS-OPERATORS!
LOWEST PRICE \$275 BEST DEAL IN U. S. A.
DeLuxe QUALITY BEST VALUE**

100% Hardwood Cabinet
Mahogany & Walnut Veneer, Finest Maple Top.



BUY DIRECT
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E
\$150

24 hr. delivery
18-20-22 ft.

New Deluxe Select hand-rubbed Hardwood Cabinets with finest air and kiln dried, climatically sealed Maple Wood or Masonite tops at a price lower than ordinary shuffleboards of inferior wood and finishes. Braced throughout with over 100 glue blocks.

ELECTRIC SCOREBOARDS



New overtop or wall model
FRAME or POINT SCORING

Electric Scoreboards .. \$100
Maple or Masonite Tops 125
Used Shuffleboards ... 150
Pucks, \$10; Lights, Each 5
Wax, 30¢; Score Sheets, 40¢.

SHUFFLEBOARD Specialists

1114 S. MICHIGAN AVE. WE 9-3795-6-7 CHICAGO 5, ILL.

LEADING THE FIELD!

MONARCH:

SHUFFLEBOARDS—22 FT.

"SHUFFLETTE" REBOUND—8 FT.

"ALL-PLAY" DeLuxe SCORING UNIT

Write for Complete Information



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FACTORY CLOSEOUT

SHUFFLEBOARDS

\$95.00 EACH

WRITE, WIRE OR TELEPHONE

A. G. SEBRING CORPORATION

2300 W. ARMITAGE

HUMBOLDT 6-3027

CHICAGO 47, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND

Chicago:

(Continued from page 107)
M. McMurdie and W. H. Erskine;
Phil Robinson, Los Angeles; Mac
Perlman, Seaboard of Hartford;

Universal Industries also reflected
the step-up in activity just beginning
in the coin field. Visitors from far
and near included Will (Connie)
Confer, Tony Koupal and Norwich
Veatch, all of St. Louis; Dave Simon,

While on a Southern trip Charley
Pieri, Exhibit Supply sales manager,
visited Ben Rodins, Washington dis-
tributor, who is recuperating from
overwork under the Miami sun. He
says Ben will be back on the job by
the end of the month. Pieri found
coin activity increasing and predicts
that business will improve sharply
soon.

A. Garrick Alex, major domo of
Vendall Company, took time out for
a vacation. He expects to be back in
harness after Labor Day. . . . Al
Sebring, head of the Sebring Cor-
poration, put a lot of coin changer
know-how behind the development
of his new Junior Model mechanical
service changer. With the unit hit-
ting the production line last week
firm's changer line is now rounded
out, the larger electric model and
mechanical unit completing the
line-up.

Groetchen Tool & Manufacturing
Company's new counter game, Atom,
is clicking via the sales route, ac-
cording to Richard Groetchen. Unit
is in full production. . . . H M. Schae-
fer, head of Victor Vending Machine
Company, tells of a good norm in
production and sales on the penny
bulk venter front. With output back
to prewar levels after a spurt in pro-
duction during the first postwar
years, penny venders are experienc-
ing a solid acceptance that indi-
cates a steady demand for this type
unit on a year-round basis.

A. A. Stiger, Electronic Devices,
Inc., reports increased public inter-
est in coin-operated telescopes and
binoculars this year. With 30 of
firm's own coin Terrestrialscope units
along the Lake front on the Rail-
road Fair grounds receiving a heavy
patronage and with its Listening
Post at the Municipal Airport like-
wise well patronized, an even fur-
ther uptrend in public acceptance
of such equipment is predicted for
the future. Says Stiger: "The urge to
see distant points of interest thru a
telescope appeals to the young and
old alike, and dime operation has
been accorded a good reception on
these units."

With the cooler fall season breath-
ing down the sun-tanned neck of
summer local candy operators are
girding for renewed high-level ac-
tivity in the confection field. Perry
Rose, Robot Sales, Maywood, plans
stepped up servicing of industrial
locations and retiring of his dry-ice
truck coolers which were in constant
use thruout the hot months. Leon
Segal, Kandy Korner, is also ready
to capture the increased fall and
winter business. Likewise Sam Ko-
gen, of Illinois Mechanical Sales.

Other Chicago candy operators lay-

COINMEN YOU KNOW

ing plans for hypoed servicing, sales
and stocking-up activity include
Clarence Coan, of Chicago U-Select-
It Company. Coan has a variety-
bar program worked out to offer
the most selectivity for venter cus-
tomers when candy appetites are
sharpened with the coming cool days.
Tom King and Paul Crisman, part-
ners in King & Company, are also
preparing to spot full chocolate loads
in their equipment. William Fisch-
man, vice-president of the Automatic
Merchandising Company; Glenn
Johnson, manager of the Chicago
operation of Mills Automatic Mer-
chandising Company; Gene Chute,
Mercury Confections; Sam and
Joseph Brodsky, Illinois Vending
Company, and Bernard and Joseph
Kaden, Kandy Kit Company, are
other local operators with equip-
ment, personnel, rolling stock and
knowledge of merchandise require-
ments that set them for a high level
of business thruout the "candy
months" to come.

Purveyors of good news on the
juke box front, to the tune of in-
creasing play tempos, are Adolph
Raymond, A & M Music, and Floyd
Pedone, Little Amusement. Reports
from various other operators in the
area indicate that music on wax, via
the juke, is becoming a more promi-
nent part of the public's "away from
home" entertainment spending these
days.

Bally Manufacturing's Herb Jones
reports Clover Bell is doing well in
all parts of the country. This con-
sole features Citation odds, a mys-
tery double award and spot symbols.
R. F. Jones, head of the firm bearing
his name, was a plant visitor and
spent several hours with Ray Mo-
loney, George Jenkins and Jones.
With him were two of his branch
managers C. M. McMurdie and Bill
Erskine, who were in from Seattle
and Portland, Ore.

Los Angeles:

(Continued from page 107)
King hot nut venders on the shelves.
There is a steady sale in North-
western parts, he says, since the new
display cases have been built label-
ing parts as to price and number and
making it easy for operators to point
out what they want without having
to bother with lengthy descriptions.
Incidentally, he says candy and nuts
are starting to move. . . . Mr. and
Mrs. Niles Smith, from Oildale, just
outside of Bakersfield, were in town
looking over more equipment. . . .
Jimmy Murphy, of Inyokern, was
also in town.

Ed Wilkes, of the Paul A. Laymon
Company, has returned from his vaca-
tion wearing a mountain tan he
acquired when he visited Happy
Jack Girdner at Watsonville. He and
the family bunked in Girdner's cabin
for a week spending their leisure
time pulling in the catfish from a
near-by lake. . . . Alex Koleopolus
was in town from Bakersfield. An-
other recent visitor was Milton No-
riega, Colton coinman. . . . Slim
Ewing was down from Bakersfield
looking over some new games.

Jack Simon, of Sicking Distribu-
tors, is showing off Genco's Glider
and Chicago Coin's Beacon. Speak-
ing of Chicago Coin, that firm's West
Coast rep, Phil Robinson, dines at
the Farmer's Market every Thurs-
day night with the missus. . . . Fred
Allen came south to escape the
Bakersfield heat and ran into more
of the same here. . . . Al Cicero, Santa
Maria coinman, was in town; also
S. L. Griffin, of Valley Coin Machine
Company, Pomona.

Stan Turner, of Southland Dis-
tributors, returned from a week at
Lake Arrowhead. He reports Wur-
litzer music machine sales are on the
upgrade. . . . Stuart Trimble was in
town from Huntington Park. Ditto
for Bill Bradley, who hails from
near-by Covina.

Hartford, Conn.:

(Continued from page 107)
ginia Beach, Va., vacation. . . . Jane
Mullane, also on that branch's staff,
got back from a visit to Kansas
City, Mo.

The Zoning Board of Appeals in
suburban Windsor, Conn., has re-
jected the application of James A.
Jones for extension of a temporary
permit to operate a newsstand at
412 Capen Street, Windsor, in a
restricted area. He had planned to
sell soft drinks and maintain a pin-
ball machine. There was opposition
to the stand as a traffic hazard to
children.

Twin Cities:

(Continued from page 107)
serviceman. . . . Herman Paster, of
Mayflower Distributing Company, is
fully recovered from his accident of
last winter and back on the job. His
wife still is under the care of the
family physician, however.

Gerry Gendron, of Ironwood,
Mich., flew in by airplane to buy
equipment in the Twin City market.
He and his partner, Bozo Dishenau
cover much of their Range Amuse-
ment Company route by airplane.

Matt Engel, Mayflower Dis-
tributing Company, is back from a
vacation spent visiting relatives in
Iowa. . . . Gil Kitt, of Empire Coin,
Chicago, was vacationing in Min-
neapolis for several days last week.
. . . Sid Levin, of Hy-G Music, is in
his new St. Louis Park home and
reports he can't understand how he
lived in rented quarters until now.
. . . Oscar Schaeffer, Midwest Coin
Machine Company, still talks of
nothing but how wonderful Trans-
Vue television is selling.

Visitors to this market in the past
week included Mark Coughlan, Man-
kato, Minn.; Wes Rydell, Mora,
Minn.; Harry Nold, Cambridge,
Minn.; Vince Jorgenson, Mason City,
Ia.; John Howe, Foley, Minn.; Ben
Jahnke, Hutchinson, Minn.; Roy
Foster, Sioux Falls, S. D.

Al Meirovitz, Sam London's right
hand man at the S. L. Music Com-
pany, Minneapolis, has returned from
the Seeburg annual sales meet. Al
is enthused over plans and policies
set forth at the Chicago meeting.
He believes the M-100 Select-o-Matic
will be an operator's favorite for
years. The London firm is also han-
dling the RCA public address and
sound systems in this area now.
Meirovitz says this new line is close-
ly allied with the Seeburg Industrial
commercial music systems and offers
complete facilities for combined mu-
sic and public address systems.

Several local coinmen plan to be
on hand at Huron, S. D., September
25 when the South Dakota Phonog-
raph Owners hold their big meet-
ing. Tho Twin Cities distribs tak-
ing in the meet will be concentrating
on business. Some are also plan-
ning to shoot down a few pheasants
since the season will be just getting
under way.

Hy Greenstein, head of Hy-G Mu-
sic, and his wife sailed Friday (2)
on the Queen Elizabeth. They will
visit England, France, Italy and

Israel. En route to New York to
board the luxury liner, Hy and the
missus dropped into Chicago manu-
facturing plants and chatted with
long-time friends.

Washington:

(Continued from page 107)
the coin machine trade, he became
interested in the business thru his
brother-in-law. Inscoc reports his
venture, like other coin machine
companies in the area, has been
going a bit slowly during this sum-
mer

John Phillips, of Phillips Novelty
Company, and prexy of the Wash-
ington Coin Machine Association
(WCMA), is back at work after a
minor operation. He recently spent
a week-end vacationing in Pennsyl-
vania.

LOOKING FOR A HOT ITEM!

LOOK NO FURTHER THAN . . .

The New MUNVES POCKET PACK KLEENEX VENDOR
ONLY \$49.50 Ea. Stand \$15.00 Additional 5c or 10c Coin Mechanism 70 Pack Capacity
Yes, it's a hot item that'll make cool profits for you all year 'round. Why? Because . . . Kleenex Pocket Pack is nationally advertised and has high consumer acceptance.
VENDOR FULLY GUARANTEED DISTRIBUTORS SALESMEN Write for SPECIAL DEALS ON 1949'S BEST MONEY MAKER
ORDER TODAY! WIRE, WRITE, PHONE 1/3 With Order—Balance C. O. D. Write or Special Quantity Discounts
JOE MUNVES 615 Tenth Avenue, New York 19, N. Y. Phone: PLaza 7-2175

- 6—New Pop Corn Set Machines, Write, 10¢ Chute
8—Used Pop Corn Machines, Write, 10¢ Chute
10—Jennings Standard Chief, Ea. . . \$75.00
25—Jennings Silver Moon Chief, Ea. . . 40.00
14—Jennings Silver Moon Chief, Ea. . . 35.00
5—Jennings Silver Moon Chief, Ea. . . 35.00
10—Jennings Silver Moon Chief, Ea. . . 40.00
5—Q. T. Machines Like New, \$55.00 & 75.00
1—5¢ Buckley, not a Criss Cross. . . . 65.00
1—10¢ Buckley, not a Criss Cross. . . . 70.00
6—10¢ Jack Cherry Bells, originals, Ea. 75.00
1—5¢ Mills Cherry Bell. 30.00
6—10¢ Mills Cherry Bells, Ea. 35.00
1—9 Ft. Rebound Shuffleboard, like new, 75.00

SEND ONE-THIRD DEPOSIT FRANK GUERRINI

BEECH STREET BURNHAM, PA.

PRICES SLASHED

PHONOGRAPHS
46M—SEEBURG \$324.50
47M—SEEBURG 374.50
8800 SEEBURG, cut down 129.50
46 ROCK-OLA—1422 199.50
ROCK-OLA COMMANDO 49.50
FREE PLAY GAMES
GOLD BALL, TORNADO, MAISIE, BAFFLE
CARD, RANGER, DYNAMITE, KILROY, SPELL-
BOUND, MISS AMERICA, CO-ED, BOWLING
LEAGUE, GINGER, CYCLONE, UNITED RE-
VAMPS \$12.50 ea.
All equipment ready for location (Reference—Commerce Union Bank).
One-Third Deposit, Balance C. O. D. or Sight Draft.
PARKER DISTRIBUTING CO.
311 Eighth Ave., South Phone: 4-0194 Nashville, Tenn.

During the first 6 months
of 1949... The Billboard
reached an all time
ABC* Circulation high...
57162 net paid per issue
... 5102 more than the
previous 6 months'
average

*Audit Bureau of Circulations

Record Reviews

(Continued from page 104)

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
HOT JAZZ		
SERGE CHALOFF-RALPH BURNS Motif M002	King Edward, the Flatted Fifth Bop opus which spots some fluid Chaloff baritone and little else.	56--58--58--53
	Pat Just about same story.	56--58--58--53
INTERNATIONAL		
ANTON KAWAL-KOWSKI WHITE EAGLE ORK Coral 60089	Oberek Wesełny Pleasant Polish dance tune is orked with a nice lilt.	71--70--70--72
	Gertruda Polka Mild, under-recorded Polish polka.	63--64--60--63
VICTOR ZEMBRUSKI & HIS POLKA KINGS Continental C-1266	Big Joe Polka Zembruski's crew turns in another effervescent effort.	77--77--76--78
	Sonia Polka Real rousing polka wax is this instrumental item.	80--80--80--80
JOHN HENDRIK ORK V 25-4112	Leb Wohl, Adieu, Auf Wiedersehen The lovely German waltz tune is warbled with warmth and expressiveness by a quality crooner.	76--78--78--72
	Dann Bluhn Fur Mich Die Rosen "La Vie En Rose" is offered in German. Hendrick employs some excellent Tauberisms, including the famous mezzo-voce.	77--80--78--73
POLISH MOUNTAIN-EERS V 25-9204	Hey! Maryniu Hillbilly orking is used on this polish polka, and the results are pleasant. Boy-girl team handles a lively Polish vocal.	71--74--70--70
	Walczyk Goralski (Mountaineer's Waltz) Danceable, Swiss-style waltz has a good Polish vocal by Wladziu Zarembo.	72--72--72--72
GINO BECHI V 25-7117	Ninna Nanna D'Amore From the film "Arrivederci Papa," the ace Italian baritone delivers a melodious bit in his most vibrant fashion.	81--82--82--80
	Stasera Canto From the same film. Bechi does a rousing production piece. These Italian arrangers have been listening to American studio bands.	78--79--78--77
SIX FAT DUTCHMEN V(45)51-0018	Cradle Polka Rollicking, tuba-thumping little-German-band instrumental polka should get attention in Teutonic and Bohemian nabes.	81--81--80--82
	Barn Dance Schottische As should this delightful schottische.	81--81--80--82
ANNI KAPITANY V 25-4111	Bei Dir War's Immer So Schon Thrush shows a superb German music hall contralto. Like Marlene—but a better technical singer. Song is a pretty German pop, translation: It's So Wonderful To Be With You.	75--75--75--75
	Ich Bin Heute Ja So Verliebt As above.	75--75--75--75
LATIN AMERICAN		
PEREZ PRADO Lina L004	Electricidad (mambo) The Cuban Kenton turns in a strong mambo, with good-enough solo chanting. Modern brass figures give it plenty of punch.	80--82--80--78
	Saca La Mano (mambo) Strong rhythm, screaming brass, and big block chords characterize this "progressive" side. Good dance music.	77--80--77--75
POLITO GALINDEZ-DON RUFO Lina L018	El Marido Y El Radio Man (rhumba) This is a party record in rumba tempo. Okay for dancing, but suggestive comedy is the main interest. For natives.	73--NS--73--73
	Caray Caray (guaracha) More comic stuff in dance tempo. Mostly for natives.	74--74--74--74
SERVANDO DIAZ TRIO Lina L013	Todo En La Vida Se Paga (bolero) Typical tropical vocal group, with guitars, turn in an effective bit of harmony on a romantic ballad. Danceable.	73--74--73--72
	Lo Que Me Gusta De Ti (guaracha) A pleasing, good-natured bit of kidding, with a bright beat, but little melodic interest.	73--74--72--70
DON PABLO ORK Latin American 28	Cubanita Fair-enough Americanized rumba. Lacks color however.	62--62--63--62
	Crazy Words, Crazy Tune In a purely American style, the band and vocalists turn in a feeble try to revive the Yellen-Ager smash from the '20s.	61--62--60--60
CHAMACO DOMIN-GUEZ V 23-1204	Confesion (bolero) Mixed quartet combines slick American styling with the tropical approach. Backing of subtle piano, clarinet and shakers adds up to a beautiful side. It's danceable too.	82--84--80--80
	Fior De Azalea (bolero) The excellent Mexican vocal group turns in another artistic effort here.	81--82--80--80
PEDRO VARGAS V 23-1209	Miseria (bolero) Vargas is in top form with this classy, pashy piece.	84--85--83--83
	Que Linda Eres (bolero) A pleasant, but less distinctive side.	79--79--79--78
HERMANOS DIAZ Becco 897	Cara De Filo (guaracha) The Diaz brothers, with their guitars and bongos, create a danceable rumba in the native style. The chanting is fine.	74--75--74--74
	Seguire Tus Pasos (bolero-mambo) Good beat thruout, but the harmony is a little rough for Yankee ears.	68--67--69--68

(Continued on page 114)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

Dixie Declares Dividend

NEW YORK, Sept. 3.—Dixie Cup Company's board of directors declared Class A and common stock dividends this week. For Class A, dividend No. 81 (regular quarterly) of 62½ cents per share is payable October 1 to stockholders of record September 10.

ONE BALL GAMES

Citation \$324.50	Gold Cup \$139.50
Jockey Special 99.50	Special Entry 64.50
Victory Special 44.50	

FIVE BALL GAMES

Double Shuffle ... \$154.50	Show Boat ... \$109.50
Bowling	Sharp Shooter 144.50
Champ 139.50	Buttons &
St. Louis ... 134.50	Bows 139.50
Round Up ... 124.50	Tuscon 124.50
Floating	Black Gold ... 124.50
Power 109.50	Rama 99.50
Big Top 99.50	Rainbow 89.50
Telecard 134.50	Puddin' Head 89.50
One-Two-Three 89.50	Screwball ... 74.50
Morocco 74.50	King Cole ... 69.50
Cinderella ... 64.50	Virginia ... 59.50
Robin Hood ... 54.50	Trade Winds 52.50
Monterrey ... 44.50	Trinidad ... 42.50
Tennessee ... 42.50	Wisconsin ... 39.50
Tropicana ... 32.50	Manhattan ... 30.00
Singapore ... 29.50	Blue Skies ... 22.50
Jack & Jill ... 49.50	Humpy 44.50

3 BLACK GOLDS, New, Orig. Crate \$149.50
GENERAL DISTRIBUTING CO.
1225 N. Broad Ave. New Orleans, La.

Guaranteed USED GAMES

MAM'SELLE	\$ 14.50
TENNESSEE	49.50
CONTACT	49.50
THRILL	74.50
SALLY	79.50
SCREWBALL	79.50
TEMPTATION	89.50
ALI BABA	89.50
ONE-TWO-THREE	99.50
RAMONA	114.50
BABY FACE	119.50

1/3 Deposit Cash or Certified
Check With Order
NOW DELIVERING: GENCO'S CAMEL CARAVAN, UNITED'S UTAH, EXHIBIT'S PLAYTIME.

WRITE FOR PRICES
MARLIN
Amusement Corporation
412 9th Street, N. W. • DI-1625
Washington 4, D. C.

SOUTHERN AUTOMATIC MOVING
FT. WAYNE OFFICE TO
LARGER QUARTERS

To be in a position to give operators better service and to furnish ample parking space, we are moving into much larger quarters.
We now have 9,000 square feet of space.

On and after September 8
Our Ft. Wayne office will be at
3011 E. MAUMEE AVE.
FT. WAYNE, INDIANA
SOUTHERN AUTOMATIC MUSIC CO., INC.



NAVAJO

Latest and Best Money Maker
New Game of Skill. Small Investment, Excellent Returns.
Takes Pennies, Nickels, Dimes and Foreign Coins.
(No Federal Tax)

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- MONTANA—MONTANA SPECIALTY SALES
2320 First St., North, Great Falls, Mont.
- OHIO—HOFFMAN SALES CO. Bryan, Ohio

Write Us for State Distributorship. Samples \$14.50. Cash With Order

CAUDLE & McCORRY MFG. CO.

116 WINTERS BLDG., 39 W. ADAMS
P. O. Box 4423—Phone 2-7423
PHOENIX, ARIZONA

MILLER VENDING COMPANY Offers:

FIVE-BALL Pin Games—shop checked and cleaned

Thrill	\$ 69.50	Ginger	\$17.50	Carnival (Bally)	\$ 79.50
Yanks	49.50	Cleopatra	54.50	Surf Queen	10.00
Baseball (Chi Coin) ..	19.50	One-Two-Three	99.50	Singapore	21.50
Build Up	39.50	Baffle Card	10.00	Crazy Ball	49.50
Manhattan	29.50	Trade Winds	69.50	Maisie	10.00
Bowling Champs	129.50	Tropicana	34.50	Major's '49 (Chi Coin) ..	129.50
Major League Baseball ..	39.50	Nevada	21.50	Leap Year	89.50
Floating Power	109.50	Smarty	10.00	Big Hit	10.00
Fast Ball	10.00	Vanities	17.50	Dolly	10.00
Elmer, conversion	99.50	Lady Robinhood	59.50		

PHONOGRAPHS

Seeburg 88—RC		Wurlitzer 50 Console ..	\$ 25.00	Rock-Ola Standard ...	\$ 45.00
Lowtons	\$165.00	Aircor Coronet	199.50	Rock-Ola 1422	249.50
Packard, Model 27	195.00	Seeburg Classic	59.50	Seeburg Gem	45.00
AMI, Model A	475.00	Rock-Ola Master	50.00		

SKEE BALLS AND ROLLDOWNS

Big City	\$20.00	Premier Barrel Roll	\$30.00	Bally Hy Roll	\$47.00
Total Roll	20.00	Ten Grand Premier	30.00	Bank Ball, 14 ft.	40.00
Tin Pan Alley, new ...	40.00	Advance Roll	25.00	Bang A Fiddy, 12 ft. ...	45.00
		Eight Ball	25.00		

TERMS: 1/3 Certified Deposit with Order, Balance Sight Draft.

MILLER VENDING COMPANY

AMI Distributor for Western Michigan
42 Fairbanks St., NW., Grand Rapids, Michigan
Phone: 9-8632

have you shipped
YOUR
MANHATTAN
for conversion to . . .

FILM
Cavalcade

IT'S
BREAKING
ALL
RECORDS

Only **\$74.50**
for Complete Conversion

FLASH We now include the
new and exciting
Film CAVALCADE features
In converting your
TROPICANA
to
CLEOPATRA
Also Only \$74.50 for
Complete Conversion

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VIA PREPAID MOTOR FREIGHT
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Record Reviews

RATINGS
OVER-ALL
DISK
JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
BENNY LEE-TED HEATH ORK London 464	I've Got the Sweetest Gal The personality warbler, aided by the top English jazz ork, does a fine job but the lightweight material is unlikely to step out. Baby Don't You Bother Me Same comment.	69--70--68--70 71--72--70--70
REGGIE GOFF-CYRIL STAPLETON ORK London 491	My Bolero It's hard to tell this from a Vaughan Monros side as Goff turns in one of his better jobs. With the tune already riding via Damone's dinking, this side should cash in. All's Well That Ends Well Tune is a first cousin to "Linger Awhile," and Goff does a good job. It's hardly exciting, however.	83--83--82--84 71--72--70--70
THE MARLIN SISTERS-TED STEELE ORK Columbia 12415-F	Jack Eigen Polka Eigen himself contributes some of his phone-conversation routine to this dedicatory side. Deejay shows originating at the Copa will keep 'er spinning. The Same Old Crowd Bouncing gang waltz is projected with plenty of spirit. Product of Steele's first Columbia date shapes up as a good tavern bet.	64--60--66--66 77--77--75--80
BILL GALE ORK (Gwen Davies-The Highlanders) Columbia 12419	Hop-Scotch Polka Gale provides a lively polka version of the "Scotch Hot" novelty and manages to incorporate some fine bagpiping. Miss Davies delivers a strong brogue. Should get attention. I Knew From the Start Gale's own waltz tune is sung by a mixed chorus. Pleasant, danceable juke side.	82--83--80--82 72--70-70--76
KITTY WHITE Cap 57-70932	It Pays To Advertise Stylish thrush pipes sprightly with an amusing hunk of novelty fluff. Stronger definition of voice from ork would have helped this one. A Man Is Good An intriguing ballad, with Miss White phrasing superbly but thin with the projection. Tune seems to have standout quality.	71--72--71--73 71--72--71--73
DICK McINTIRE (Eddie Bush) Dec 25435	Aloha to Lovely You Routine hotel grill treatment of a Tin Pan Alley Hawaiian ditty. My Hawaiian Summer Rose Ditto.	62--62--62--62 60--60--60--60
FRED WARING & HIS PENNSYLVANIANS Dec 40079	Trees On the red-label Decca vinyl that plays longer (4:25), a plush symphonic and choir treatment of the classic. An engaging production. Hymn to Music Chopin's Etude in E Major dressed with lyrics and given a grandiose concerto-oratorio treatment. Waring devotees will dig the "class" here, tho others may find it long-winded and boring.	82--84--80--NS 72--74--70--NS
BOB MANNERS' MUSIC MAKERS Fortune 117	I Found a Million Dollar Baby Quartet tries to do a Joe Mooney and misses by a country mile. Arms and Legs Polka A jolly enough job on an old tavern fave, with boys eschewing the Mooney kick and playing it straight.	50--50--50--50 64--61--64--67
LYNN PROCTOR'S TRIO Purvis 096	Oh! Dear, Dear Me Trio expends considerable instrumental and vocal talent on a dull ditty. George Francis Lonely Autumn Lover Amateurish vocal on a modernish ballad penned by deejay Bettelou Purvis of WPGH, Pittsburgh, who is putting the disk out on her own label. If tune has anything, the performance buries it.	48--48--48--48 50--50--50--50

COUNTRY AND WESTERN

ANDY PARKER & THE PLAINSMEN Cap 57-714	Whippoorwill Waltz Warbling with echo effects on a ditty that's virtually a carbon melodically, of a pop of some years back called "Violetta." By the Light of the Altar Candles Effective quasi-sacerdotal production is addressed more to the pop market than the home folks. Its sentimental, choir-like mood could attract play.	65--65--65--65 82--82--82--82
SKETS YANEY & HIS NATIONAL CHAMPIONSHIP HILLBILLIES Col 20602	I'm Sealing This Letter With Tears Fresh country warbling and orking of a likely sentimentaliser. Alone Again This is a city side as tune and treatment go pop. Not strong.	72--72--70--74 59--59--58--60
ART GIBSON & HIS MOUNTAIN MEL-ODY BOYS Mercury 8205	A Little Love From You Standout guitaring and okay chanting on an okay mountain tune. I'm A-Walkin' and Talkin' to Myself Rhythm ballad doesn't quite come over.	72--72--71--73 64--64--63--65
CECIL BAILEY Bullet 1083	Jealous Heart Sprightly Western treatment of the sleeper hit, with Bailey projecting convincingly. Fairy Tales Bailey and harmony vocalizers amble thru a distinctive and sentimental folker.	78--78--78--78 72--72--72--72
(C. Bailey and The Dixie Dons)	Why Did You Teach Me To Care? Hill torcher in the authentic manner, with Walker chanting direct and sincere. No Use To Be Apart Song stands out from run-of-the-mills hill ballads, and is effectively warbled and orked.	71--71--70--72 75--75--75--75

Indianapolis:

(Continued from page 107)
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Record Reviews

ARTIST	TUNES	RATINGS
LABEL AND NO.	COMMENT	OVER-ALL DISK JOCKEY RETAILER OPERATOR
COUNTRY AND WESTERN		
BOB ATCHER Col 20608	The Nightingale Old folk song is for the "intellectual" collectors.	66--68--68--63
	I'll Remember Your Love in My Prayers Here's one that country buyers could go for, but Atcher projects with too little authority.	60--60--60--60
THE CARTER FAMILY Coral 64019	The Broken Down Tramp This moralizer, probably an old cutting by the famous family group, should still do business, especially in the hill country	75--76--76--74
	Honey in the Rock Great sacred singing, solo and harmony. Material is rich too. For the Southern trade.	78--78--78--NS
ROY ROGERS-COOLEY'S BUCKLE BUSTERS Coral 64018	Chase That Rabbit—Chase That Squirell From the cowboy flick king's square dance package. Calling is loud and clear. Band is adequate. The dance is one of the most popular	78--78--80--73
	Round the Couple and Swing When You Meet Ditto. Top notch calling.	78--78--80--73
PEE WEE KING & HIS GOLDEN WEST COWBOYS V(45)48-0085	Tennessee Polka This swinging country polka is just Pee Wee's dish of oolong, and he makes a fine, frisky side of it. Vocal and orking first-rate.	82--82--81--83
	The Nashville Waltz A pleasant country waltz, played so light and pretty.	75--74--73--75
HOMER HAYNES V(45)48-0088	Waltz With Me The song's the thing here—a catchy waltz that could score done by a pop ricky-tick ork. Haynes does it prettily country style.	80--80--80--80
	Roll Along, Kentucky Moon Another attractive waltz, rendered with grace and easy style.	76--76--76--76
CHET ATKINS & HIS GUITAR PICKERS V(45)48-0089	Telling My Troubles to My Old Guitar Atkins takes the fine Western ditty at a light bounce, with a sparkling guitar obbligato in back.	80--80--80--80
	Dance of the Goldenrod Guitar and mandolin highlighted in a charming instrumental waltz with real folk character.	76--76--74--78
HANK SNOW & HIS RAINBOW RANCH BOYS V(45)48-0088	The Blind Boy's Dog A touching saga of a blind boy separated from his dog is magnificently sung by Snow, with fine string accompaniment.	85--85--85--85
	The Anniversary of My Broken Heart Snow chants a weeper with great style and conviction.	80--80--80--80
ERNEST TUBB Deo 46175	Warm Red Wine Tubb does a straight-from-the-heart job with this powerful toper's confession. Should be a hot disk in the country mart.	85--85--85--85
	My Filipino Rose Another top job by top, the tune here doesn't pack wallop of flip.	80--80--80--80
SLIM WILLIAMS—THE SONS OF THE PRAIRIE Fortune 116	Tennessee Avenue Jumping Western-swing romper in a fast blues format, with Williams and the ork combining for a lively side.	72--72--71--73
	Paper Face Williams shines in a topnotch country ballad performance. Tune is a sobber with the touch of poetry and originality that's needed.	81--81--81--81
JOE KNIGHT Talent 707	Goodbye Will Be the Hardest Words To Say So-so Western torcher gets a fair vocal and ork rendition.	60--60--60--60
	What Will You Gain? Not strongly projected.	50--50--50--50
WILMA LEE & STONEY COOPER Col 30607	Moonlight on West Virginia Close, nasal harmony, boy-girl style, on a regional ditty that should score at least in the area panegyricized.	64--63--64--65
	On the Banks of the River Thrush goes this one alone. Seems her ma is a-buried along the banks of a river in West Virginia. Doesn't impress.	55--52--55--58
BILL DE BRUIN ABC 549	Laxy Navajo Clippety-clop Indian-in-the-saddle Broadway Western ditty of little interest is handsomely sung by a sensitive, easy-chanting warbler.	48--48--48--48
	I Wish You Would Never Return Another competent, sincere-singing warbler does nicely with a routine hillbilly tune.	54--54--54--54
TEXAS JIM LEWIS & HIS LONE STAR COWBOYS Coral 64020	The Squaws Along the Yukon Dull novelty with regional references which may mean something in Alaska.	50--50--50--50
	Where Did Robinson Crusoe Go With Friday on Saturday Night? Lewis paces amiably thru a peppy novelty song that sounds like the jazbo pops of 30 years ago. Little here for today's listeners.	55--55--55--55
COPE BROTHERS King 808	Wednesday Night Waltz Real backwoods brother harmony and string instrumentation should do well among the hill buyers. Tune is a simple waltz.	72--70--72--74
	Mary, Dear Weepy sweetheart song projected in same fashion as flip. Another for buyers of the authentic hill wags.	68--66--68--70

(Continued on page 116)



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Record Reviews

(Continued from page 115)

RATINGS
 OVER-ALL
 DISK
 JOCKEY
 RETAILER
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ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
COUNTRY AND WESTERN		
TEX WILLIAMS Cap 57-40225	(There's a) Bluebird on Your Windowsill Williams does his usual cool job with a fine song. Perfect background setting.	81--82--80--80
	A Letter Asking for My Broken Heart Williams tackles a tear-jerking love ballad with consummate ease.	81--82--80--80
SONS OF THE PIONEERS V 21-0098	Lie Low, Little Dogies The Pioneers lean toward the religious in this fine effort.	78--78--77--79
	The Bar-None Ranch Another tasty job, again with religious overtones. This is an excellent group.	78--78--77--79
JOHNNY BOND Col 20609	Drowning My Sorrows This side's clarified enough to bid for pop coin. Bond's backing raises a big beat.	75--75--75--75
	Women Make a Fool Out of Me Bond lays down a passable novelty in acceptable fashion.	68--70--65--70
EVELYN GEORGE Maunay Records M-101	Goodbye, My Darling Miss George is a wailing thrush. She does a tavern tune here with rolling piano and country ork support.	40--40--40--40
	I Wonder Who's Missing Who Now Miss George's singing style is suited to another tear jerker. Nothing impressive here.	47--45--50--50
SPADE COOLEY ORK (Jed Dees) V 47-2962	Don't Call Me Sweetheart Anymore Big dance band backing for the Spade Cooley vocal of the pop.	72--72--72--72
	Arizona Waltz Becky Barfield vocal of the Rex Allen waltz gets a more typical backing.	74--74--74--74
RAY SMITH Col 20604	Jolly Old Saint Nicholas Smith's early Xmas entry fails to impress.	65--68--64--64
	An Old Christmas Card Vaughan Horton has penned a fine piece of Christmas material here. There's nothing outstanding in the rendition, tho it tries for some fancy touches.	72--74--72--70
DUDE MARTIN V 21-0099	Tennessee Baby Martin has stiff competition here in the Tubb version, but he does a spanking fine job.	78--78--77--78
	Old Doc Brown Country folks who feel sentimental about their local horse 'n' buggy doc will go for Martin's alshy, over-long narration.	66--66--66--65
CHARLIE MONROE V 21-0100	Our Mansion Is Ready The mansion's in heaven, of course. Monroe's lads deliver some choice hill harmony, Kaintuck style.	72--72--72--72
	A Valley of Peace Authentic, homey, back-country music making.	71--71--72--70
HANK THOMPSON Cap 57-40218	Whoa, Sailor Tale of a sailor's night on shore makes for good listening in Hank's friendly styling.	71--74--70--70
	Swing Wide the Gates of Love Dancey rhythm and good -teel guitar help Thompson thru a fairly inconsequential Western.	70--70--70--70
JENNY LOU CARSON Dec 46176	Jealous Heart The composer's own version of the smash, while packed with feeling, is unlikely to catch the romping Al Morgan disk.	72--74--72--73
	Tell Him I'm Blue Not too much here.	60--60--60--60
ERNEST TUBB Dec 46173	Slippin' Around Here's one that should go places.	85--85--85--85
	My Tennessee Baby Rough, genial Tubb tells his Tennessee gal about Texas lovin'. Haa'n't the pull of the filp.	81--82--80--80
WODDY CARTER & HIS HOEDOWN BOYS Macy's 100	Slippin' Around The competition is too strong for this cutting of the hit tune.	60--56--58--66
	Sittin' on the Doorstep Run-of-the-mill razz-ma-tazz.	49--48--50--50
TEX RITTER-THE STARLIGHTERS Cap 77-30122	The Pledge of Allegiance Ritter recites the pledge and other patriotic material very well against a Waring-type choral background. Comes in a special sleeve.	62--64--60--N5
	The Gettysburg Address Ritter's honest-to-gosh approach, and grass-roots American speech is refreshing after the theatrical eloquence of earlier recordings of the Lincoln classic. Limited market in schools and Scout troops.	66--67--65--N5
JIMMIE DAVIS Cap 57-40219	Moonlight Millionaire The Governor renders a routine side.	63--64--62--62
	Don't Lock Your Heart and Throw the Key Away A competent, but not outstanding Western side.	64--65--64--64
MICKEY & MARY CARTON ORK D 46177	County Fair Polka Fine, old-fashioned country dance sound in this ringing polka with a theme similar to the motif of "Hop Scotch Polka." (1) Miss McLeod's Reel (2) Reconciliation Two catchy reel themes are happily woven into this resounding square dance instrumental.	82--82--82--82 77--77--77--77

(Continued on page 118)

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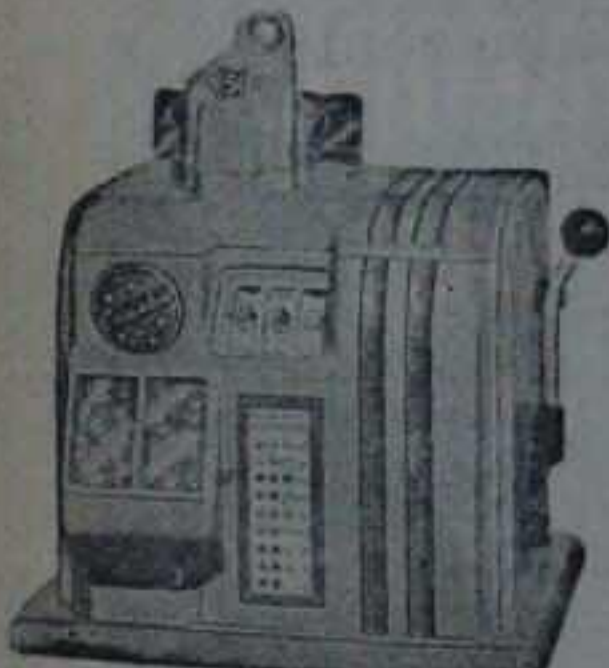
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Record Reviews

(Continued from page 116)



ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
		RETAILER
		OVER-ALL
RHYTHM AND BLUES		
CECIL PAYNE ORK Dec 48109	Egg Head Payne's bary and a tenorist wrap up this danceable riffer. Fine theme melody.	78--78--77--79
	Big Joe Another opus in a similar vein which has an excellent riff as a base. Should do fine where the dancers congregate.	80--81--80--80
FAT MAN ROBINSON MOTIF M2002	Fill That Gap In Your Mouth With Teeth 'Cause Daddy's Tired of Kissing Gum Robinson has plenty on the ball. In a Louis Jordan vein, he knocks out a solid novelty with a rocking small ork backing.	81--80--80--83
	You Can't Live on Love More fine wax by the guy who started off "Lavender Coffin"	81--80--80--83
JULIA LEE & HER BOY FRIENDS Cap 57-70031	Oh, Chuck It (In a Bucket) The splendid tonsils of Miss Lee makes much of very little. Fine rhythm backing.	77--77--77--78
	You Ain't Got It No More Julia should clean up on the jukeboxes with this rocking double entendre blues. Superb rhythm.	83--83--82--88
BOB CAMP & HIS BUDDIES Dec 48112	My Little Rose Camp tries hard with a weak ballad.	38--38--38--38
	Reading Blues Camp sings a good blues with much conviction and a big boost from a steel guitar.	72--70--70--75
LUCKY MILLINDER ORK V 20-3526	Awful Natural Neat instrumental deal served up by a fine Millinder crew. But lacks the infection of "D'Natural Blues"	72--72--71--73
	In the Middle of the Night Fine rock, good Annisteen Allen vocal should make this version of the hit go places.	83--83--82--83
THE RAVENS National 9085	Careless Love The group gives the well-known tune every-thing. The over-familiarity with the song de-tracts a bit.	83--83--83--83
	There's Nothing Like a Woman In Love Bass solo effective on the Joe Thomas blues ballad	80--80--78--81
TAMPA RED V 50-0019	When Things Go Wrong With You Slow blues with a heavy, lowdown beat is effectively sold by Tampa and chorus.	78--78--78--78
	Come On, If You're Coming Slow boogie-blues gets a typical Tampa Red treatment.	76--76--76--76
EDDIE "SUGARMAN" PENIGAR V(45)50-0020	Easy Baby Mediocre up tempo blues piped by a thrush happily billed as "Little Miss Sharecropper." Bop instrumental solo bits hybridize the side.	56--54--56--58
	Lost and Blue Penigar warbles this one in a distinctive, sac-charine, note-bending style. Tune is of small worth, however.	62--62--60--64
ILLINOIS JACQUET ORK V(45)50-0021	B-Yot A salad of the Jacquet JAIP style and bop solos by the other instrumentalists. Emerges as a listenable jump. Tune would seem to be a transmogrified "Coquette."	75--77--75--73
	Big Foot Illinois blows up a storm on a fast blues, with tight support from the ork.	72--72--71--70
JOHNNY SPARROW ORK Melford M-253	Sparrow's Flight Fine straight jazz tenor with a rich, stand-out tone knits a pretty solo on a medium tempo bounce. Backed by rhythm section.	62--62--62--62
	Saratoga Rock This one's "Georgia Brown" at fast express tempo. Arrangement, for tenor and rhythm, has pace and humor. Tenor man blows like a star.	72--72--72--72
ROY HAWKINS ORK Modern 20-693	Strange Land Hawkins warbles a great moody blues with "after-hours" backing from ork. A groove performance, with lyrics and atmosphere bluer than blue.	78--78--78--78
	Quarter to One Fine jump boogie instrumental, with an amplified guitar highlighted in an exciting solo.	76--76--76--76
SAUNDERS KING ORK Rhythm 303	Something's Worrying Me King's heartfelt blues warble and topnotch "lights-out" band backing make this crying blues a standout.	83--83--83--83
	2:00 A. M. Hop Tight-knit boogie woogie romper with a soup-çon of bop to modernize.	76--76--74--78
LA VERNE RAY- THREE RIFFS- PINKY WILLIAMS ORK Jubilee 5003	Hot Sweet Potatoes The recurring refrain in this calypso romper is catchy—but that's about all. Verses are weak, and Ray and the Riffs don't find a good balance with the ork, which acquits itself well, incidentally.	60--60--56--64
	Rock-A-Bye Boogie Warbling on this indifferent boogie novelty is feeble.	44--40--44--48
WYNONIE HARRIS King 4304	I Want My Fanny Brown Harris's mighty shout voice projects an up-tempo blues irresistibly, bootied by a hard-rock-ing boogie woogie combo. Should take the boxes by storm.	85--84--85--86
	All She Wants To Do Is Rock Side may be even stronger than flip, as the talented shouter sells an umpteenth variation on the "Good Rockin'" theme—but powerful.	85--84--85--86

Record Reviews

RATINGS

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RETAILER
DISK JOCKEY
OVER-ALL

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ARTIST LABEL AND NO.	TUNES COMMENT		
RHYTHM AND BLUES			
TEACHO WILTSHIRE Apollo 1151	Heaven Help This Heart of Mine Wiltshire displays a talented set of tonals on this note-bender—for phrasing, voice quality, and expression. Unfortunately, the offhand small combo backing doesn't do right by him.	65--63--65--67	
	Travel On Same story here—indifferent orking detracting from a fine vocal performance.	65--63--65--67	
PEE WEE HUGHES De Luxe 3228	Country Boy Blues Deep South warbler sings a fine blues as washboard, harmonica and guitar work up a great beat.	83--83--83--83	
	Sante Fe Blues Same technique is effectively applied to another blues.	81--81--81--81	
THE ORIOLES Jubilee 5009	A Kiss and a Rose Attractive pop ballad makes a first rate vehicle for the note-bending quintet.	84--84--84--84	
	It's a Cold Summer Ballad has fine quality, but not being in the typical Orioles groove will probably not mean much marketwise.	68--68--68--68	
PAUL WILLIAMS & HIS HUCKLEBUCKERS Savoy 711	Pop-Corn This instrumental, at a solid moderate pace, starts right out with some fine baritone blowing based on a simple riff. Maintains an easy mood, and stacks up as a great dance side.	83--83--83--84	
	Free Dice Ditto at a brighter tempo. Builds via some one-note chasing by tenor and bary.	81--81--80--82	
JOHNNY LONG ORK (Jimmie James-The Beachcombers) King 15012	Signed, Sealed and Delivered Long ork takes a fling at last year's Copas folk hit. The pop version, tho well produced, doesn't have the impact of the original.	70--70--70--70	
	All the Bees Are Buzzin' 'Round My Honey Long gets back in his ebullient collegiate group with a big, happy novelty production. Could get juke and jock attention.	78--80--75--80	
PAT BEST-THE FOUR TUNES Manor 1195	Someday (You'll Want Me To Want You) Best and the Tunes make a strong blues and rhythm item out of the re-emerging folk. They double it up last chorus in a Mills Brothers' treatment. Sliced some years ago and reissued with tune's new life.	80--80--80--80	
	Karen Lynn Best sings strong and warm, but there's little to this sweetheart ditty.	65--65--63--67	
SAM PRICE Vocallon 55023	Back Street A moderate jump boogie features preaching tenor and baritone all the way. An adequate, but unexciting dance side.	71--72--70--72	
	Ain't Nobody's Business Jesse Perry turns in an effective chanting job on the standard blues. Price's striding old-timey piano provides a flavorful backing.	68--68--68--68	
DINAH WASHINGTON Mercury 8150	Am I Really Sorry Dinah's in a quiet mood for this ballad. A strong side for the gal.	80--80--80--80	
	I Challenge Your Kiss Gal gets rich backing from a large ork, including fiddles. Pretty fancy stuff.	83--83--82--84	
THE FOUR JACKS Allen 21001	Careless Love Fine quartet isn't too well balanced here, but does a distinctive job with the bluesy oldie.	71--72--70--70	
THE ALLEN TRIO	Capp's Bop Naive, self-conscious instrumental hopping, unlikely to appeal to the same audience as the flip.	51--45--52--55	
DO RAY ME TRIO Ivory 750	Tell Me You Love Me Trio warbles a smooth torcher of their own composition with style and impressive projection.	84--84--83--85	
	Only One Dream Another original, well sung, doesn't measure to flip.	72--71--72--73	
BILL HARRINGTON Vocallon 55019	I'll Keep the Lovelight Burning Harrington does little for the promising plug ballad.	62--55--60--70	
	You're Breaking My Heart Hardly in a class with the Damone or Clark versions, this 49-center is still okay for the price.	66--57--68--74	
HOT JAZZ			
THE GEORGE SHEARING TRIO London 487	The Fourth Deuce A gratifying sampling of the cascading Shearing brand of piano bop on a medium tempo, relaxed original.	69--73--70--65	
	The Nearness of You The versatile 88'er goes lyrical here in a slow, dreamy re-creation of a melodic standard.	73--75--75--68	
ERROL GARNER Century 1504	All the Things You Are, Parts I & II For Garner, this two-sided solo piano go is long-winded and singularly uninspired. Side II is much more listenable than I, as the 88'er cuts loose with some imagination.	62--66--58--63	
	F. Y. I. Jackie Cain and Roy Kral are on this one in the trademarked vocal-instrumental unison style. Song may be a bopped-up version of "Sugar." Not one of the stronger efforts by this group.	69--72--70--65	
CHARLIE VENTURA ORK National 9007	A. M.—P. M. Song Side, a shallow rhythm novelty, offers a bop duet by Marianne Dunn and Jack Palmer, who don't come near the Cain-Kral team in style and distinction.	57--59--57--55	

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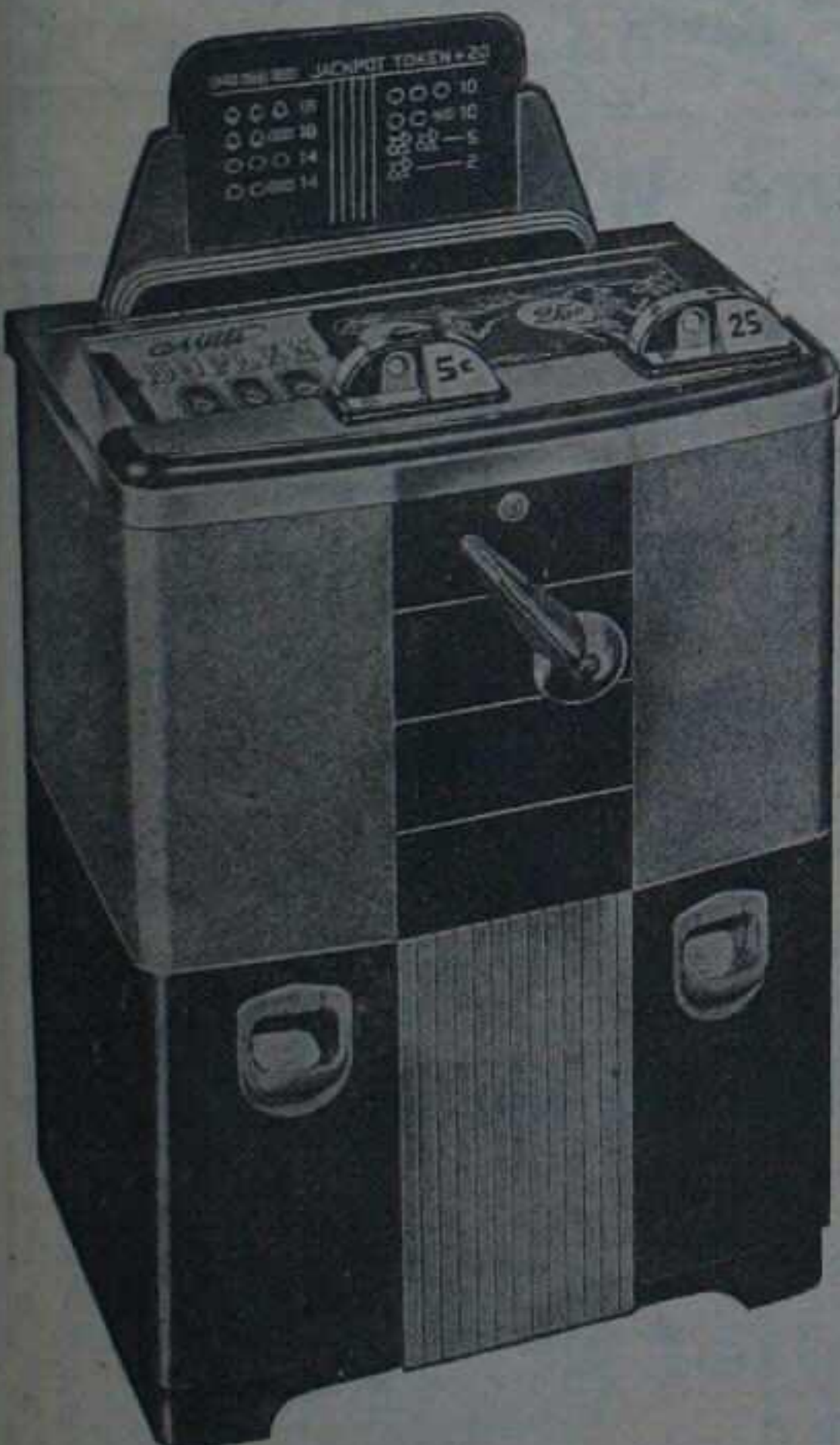
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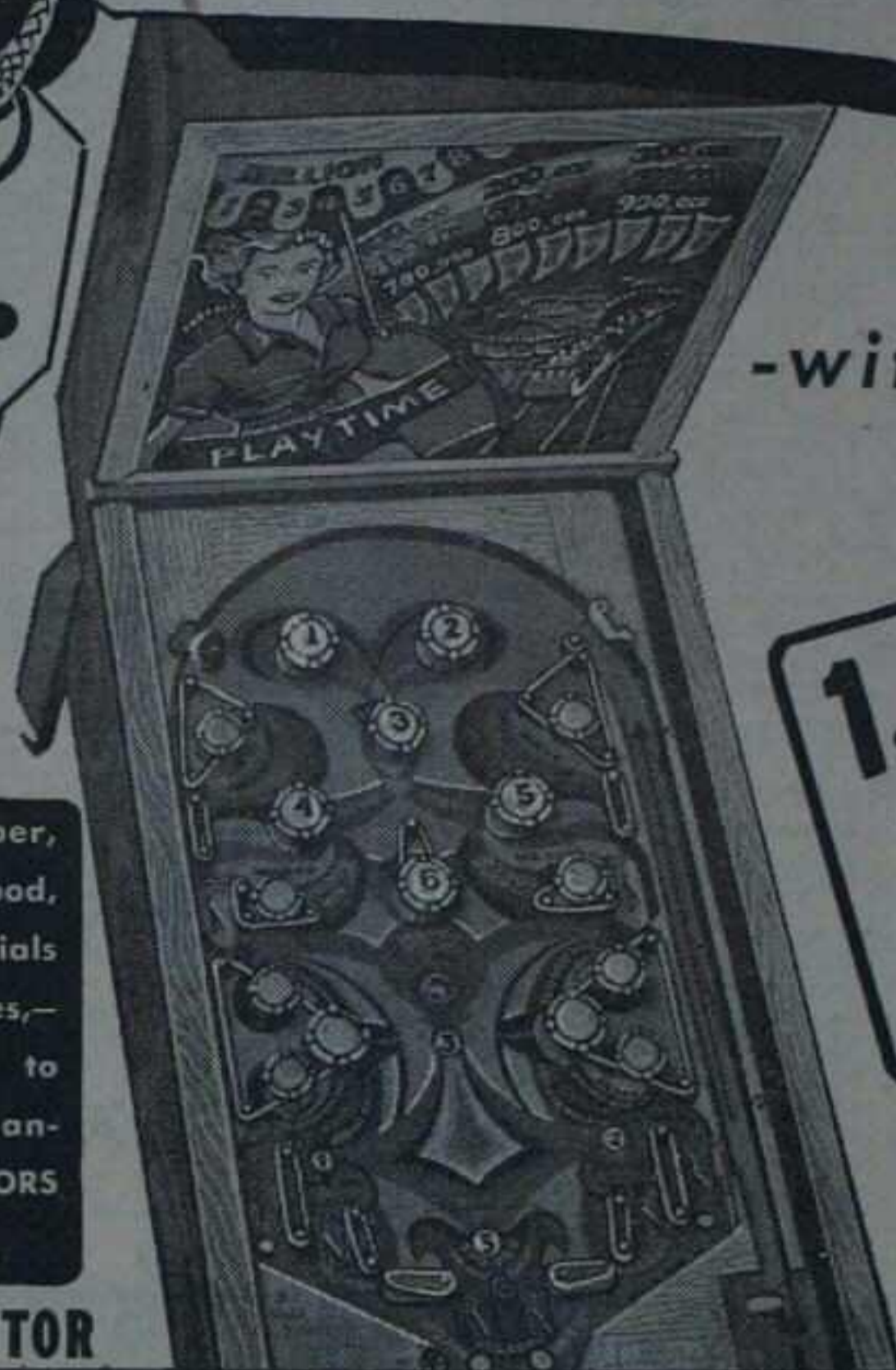
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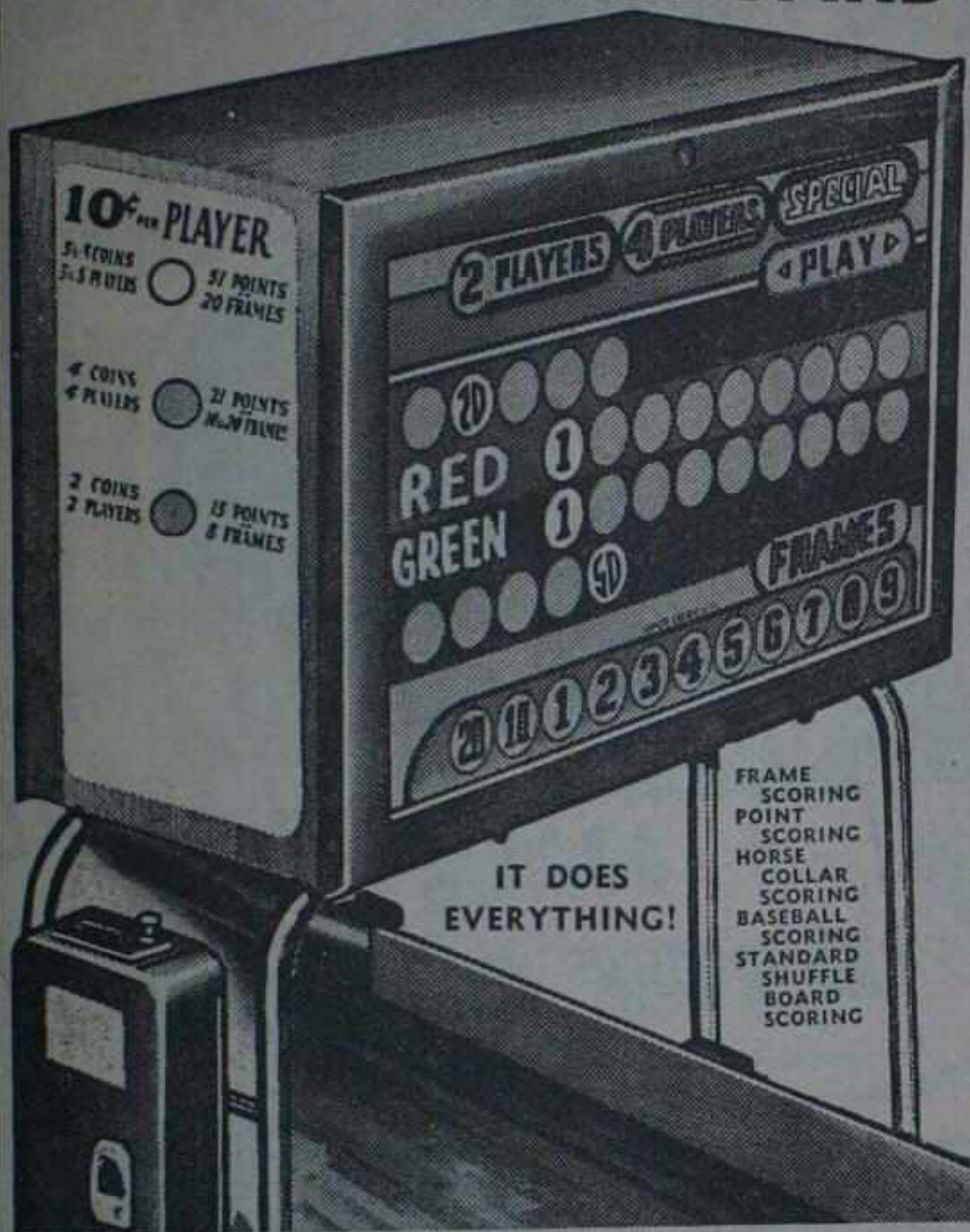
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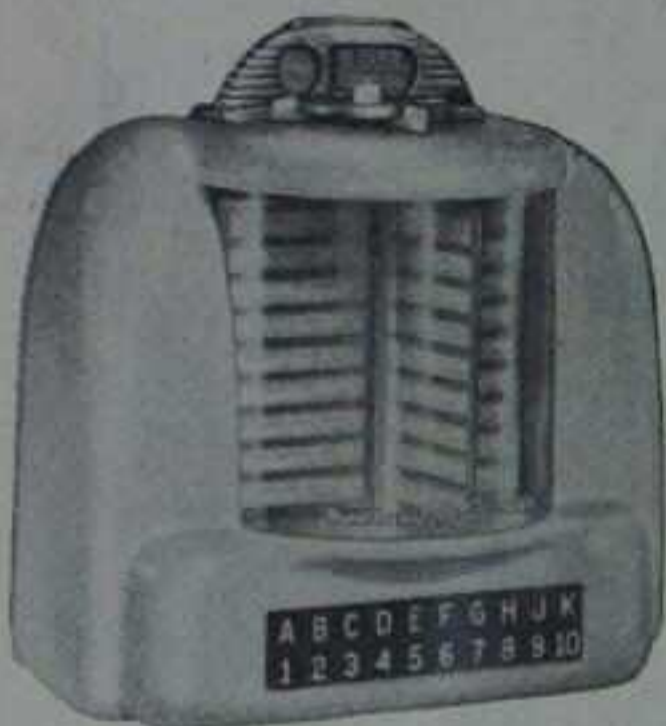
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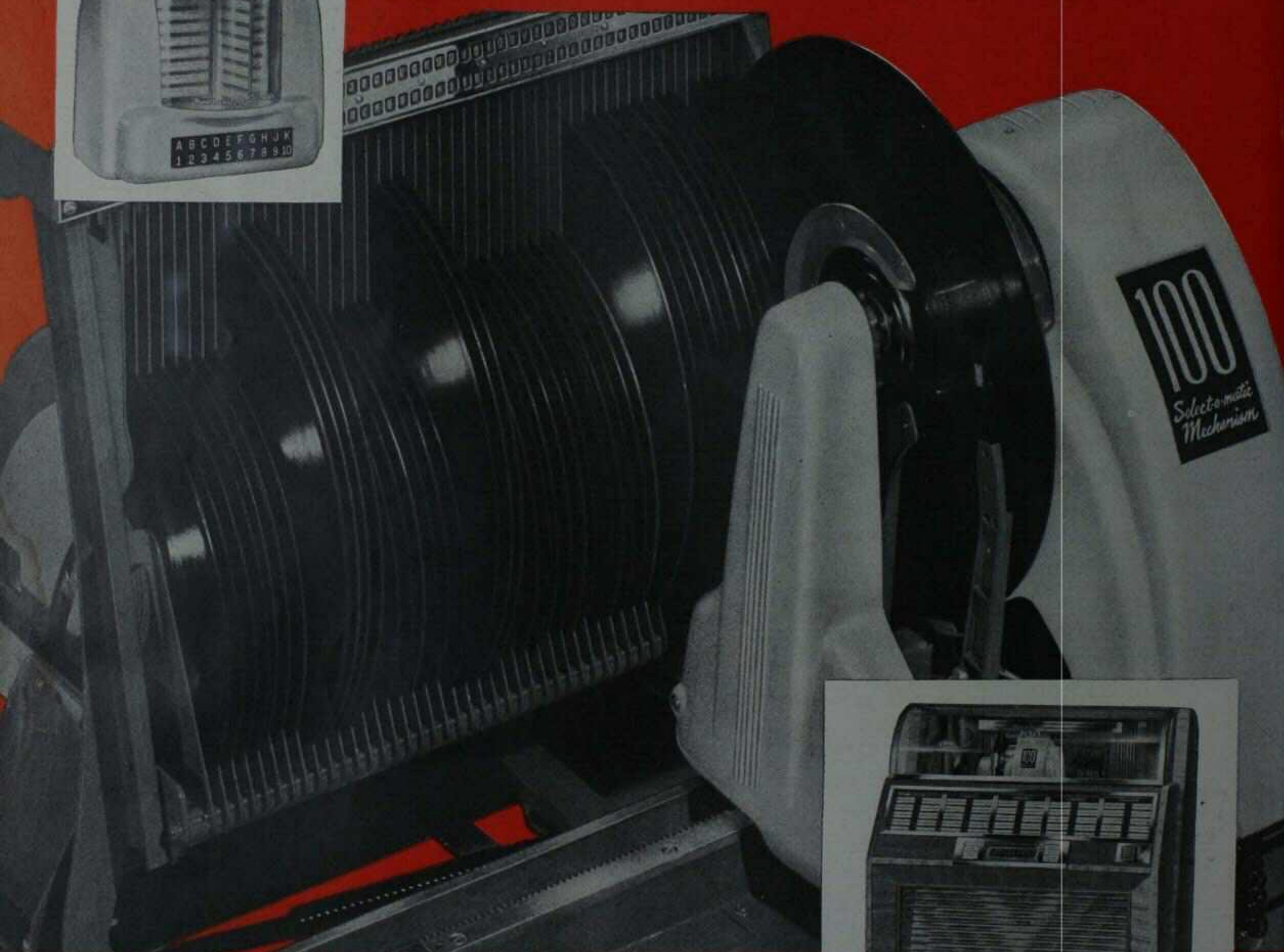
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